

## **Historic, Archive Document**

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Spring 1950



PETUNIA  
FIRE CHIEF  
Packet 25c

**LONG'S**  
*Garden Book*

J. D. LONG SEED CO. ★ BOULDER, COLORADO



# GLADIOLUS

## SPOTLIGHT

Originated by Prof. Palmer, this beautiful golden yellow with its small scarlet blotch reigns supreme in its color class.

Well placed florets, on a straight spike averaging 18 buds, open six to seven at one time.

Commercial florists have quickly recognized the superiority of this outstanding new introduction. A trial in your garden will prove its popularity.

For special prices on Long Season Assortments, please turn to the back cover. You may order Spotlight at the same prices listed for the gladiolus, Burma.



## ← THE COVER

Fire Chief Petunia, illustrated on the cover, is the first All America Selection Gold Medal winner in 11 years. With its firecracker red color that was formerly thought impossible to achieve in a petunia, Fire Chief is easily the most outstanding flower novelty introduced in years.

Easy to grow, Fire Chief is not only an arresting sight in the garden, but good stems make the flowers excellent for cutting.

You will not want to miss this outstanding new variety, available now for only 25c a packet.



SPOTLIGHT



# ASTERS

## Packet Aster Prices

All Asters at 10c a Packet.

## Bulk Aster Prices

All Asters at: 1/8 oz. 40c; 1/4 oz. 75c.



### Boulderado Beauty

The flowers are immense, fully double, on long straight stems.

Shell Pink	Lavender	White
Rose Pink	Purple	Mixed

### Early Royal

Long, strong stems. Same form as Boulderado Beauty.

White	Shell Pink	Lavender
Purple	Rose Pink	Mixed

### Ostrich Feather

Large blooms. Petals curved and twisted. A bouquet resembles ostrich plumes.

White	Peach	Purple
Deep Rose	Lavender	Mixed

### California Giants

strong stems, flowers large, heavy substance, long graceful petals curled and twisted like a chrysanthemum. Real Giants.

White	Rose Pink	Mixed
Lavender	Purple	

### Los Angeles

Lovely shell pink. The mammoth fluffy flowers are deep and full centered.

### El Monte

Similar to Los Angeles, but deep glowing crimson.

### Heart of France

Large, deep red. long stems.

### Long's Super-Mixed Asters

A "Long-Season" mixture of all types and colors, early, medium, and late.

# ACROCLINIUM

## "Everlasting Flower"

NEW LARGE-FLOWERED HYBRIDS

Showy annuals. Easy to grow. Can be dried for winter. Pastel mixture. Largely double. Pkt. 15c; 1/8 oz. 30c.

## "Butterfly Flower"

Schizanthus Grandiflora Mixture. Pkt. 15c.

## AGERATUM (Annual)

BLUE BALL. Deep rich blue. Pkt. 10c.

BLUE CAP. Very dwarf. Bright blue. Pkt. 15c.

DWARF WHITE. About 8 inches. Pkt. 10c.

## SWEET ALYSSUM

"BASKET OF GOLD." (Perennial.) Golden yellow, 9 to 12 in. Pkt. 10c; 1/4 oz. 40c.

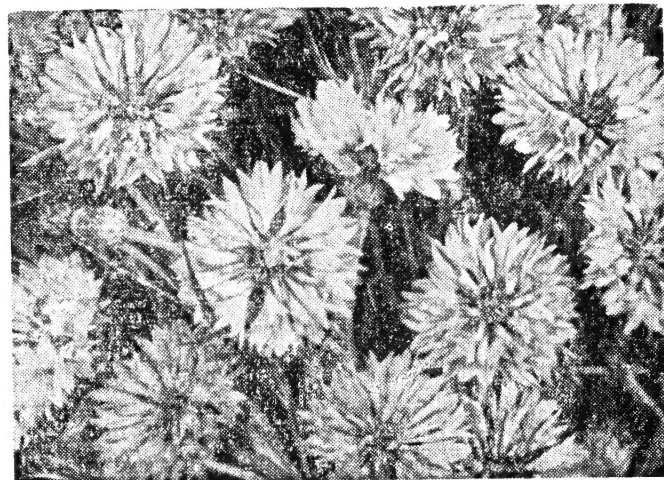
"CARPET OF SNOW." Only 3 inches high. Each plant spreads out like a pancake. Pkt. 10c; 1/4 oz. 40c.

"LITTLE DORRIT." 4 to 5 inches tall, sweet scented white flowers. Pkt. 10c; 1/4 oz. 30c.

"VIOLET QUEEN." Pkt. 15c; 1/4 oz. 45c.

**Anchusa** (Italica Dropmore.) Perennial. Tall. Sky-blue. Pkt. 15c; 1/4 oz. 35c.

**Anchusa** (Blue Bird.) Annual. Pkt. 15c; 1/4 oz. 30c.



## BACHELOR'S BUTTON

(CENTAUREA CYANUS)

PRICES: Any color, or Mixed. Pkt. 10c; 1/4 oz. 30c; 1/2 oz. 50c.

BLUE BOY. Rich blue. Fine for cutting.

BLACK BOY. Large blackish maroon.

PINKIE. Deep pink. Keeps well cut.

RED BOY. Deep red. Oh, Boy!

SNOW MAN. "What's in a name?" White.

MANY COLORS MIXED. Super fine.

**Jubilee Gem** Compact plants. Double blue flowers. Pkt. 10c.

**Baby Blue Eyes** (Nemophila.) Fast growing, early blooming annual. 6 to 8-inch plants bear lovely cup-shaped, sky-blue flowers. Pkt. 10c.

**Balsam** (LADY SLIPPER.) Grows quickly from seed. Brilliant flowers. Also called "Touch-Me-Not." **DOUBLE MIXED.** Pkt. 10c; 1/4 oz. 35c.



## Calendulas

**Campfire** Double orange. Scarlet sheen. Pkt. 15c; 1/2 oz. 40c.

**Orange Shaggy** Informal. Pkt. 10c; 1/2 oz. 30c.

**Apricot Queen** Double Apricot. Pkt. 10c; 1/2 oz. 25c.

**Lemon Queen** Double lemon. Pkt. 10c; 1/2 oz. 25c.

**Masterpiece** Large deep orange, brown center. Extra long stem. Pkt. 15c; 1/2 oz. 40c.

**Nankeen** Double cream. Pkt. 10c; 1/2 oz. 25c.

**Orange King** Florist's Giant Strain. Pkt. 15c; 1/2 oz. 40c.

### COLLECTION

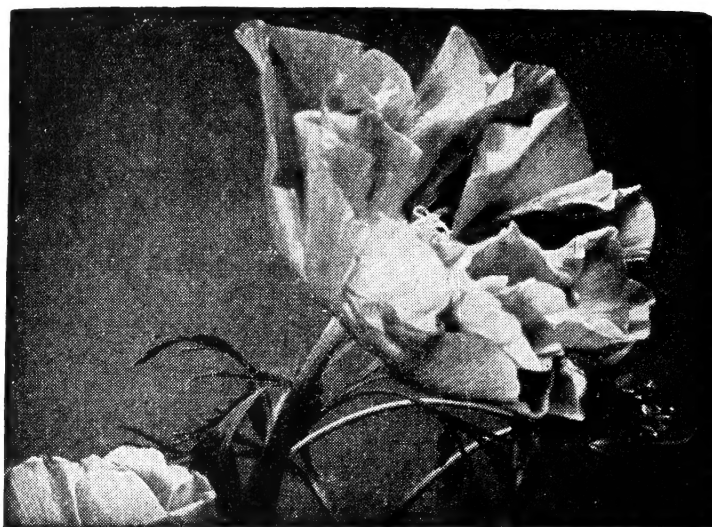
1 Pkt. each above seven varieties of Calendulas, value 85c, postpaid for.....

**70c**

**FINEST MIXED CALENDULAS.** Grand mixture of types and colors. Pkt. 10c; oz. 30c.

## CALIFORNIA POPPIES

(ESCHSCHOLTZIA)



**Brilliant Mixture** Best kinds. Grand Pkt. 10c; 1/4 oz. 25c.

**Geisha** Brilliant. Outside scarlet. Inside orange. Pkt. 15c.

**Golden West** Orange. Single. Lovely. Pkt. 10c; 1/2 oz. 25c.

**Persian Rug Mixture** Suggests a beautiful Persian rug. Pkt. 20c; 1/4 oz. 40c.

**Ramona** Golden bronze - rose - copper. Frilled. Pkt. 15c; 1/4 oz. 40c.

**Vesuvius** Rich, glowing, striking red. Pkt. 10c.

**Calliopsis** Showy flowers. Best colors, mixed. Pkt. 10c; 1/2 oz. 30c.

**Candytuft** FINE MIXTURE. Pkt. 10c; 1/2 oz. 35c.

**GIANT HYACINTH-FLOWERED CANDY-TUFT.** Pure white. Pkt. 10c; 1/4 oz. 25c.

## Canterbury Bells

ANNUAL CANTERBURY BELLS

Bloom from seed in less than six months. Plants 2 to 2 1/2 feet tall.

**ANGELUS BELL.** Deep rose. Pkt. 15c.

**LIBERTY BELL.** Violet-blue. Pkt. 15c.

**WEDDING BELL.** Pure white. Pkt. 15c.

**MIXED COLORS.** Pkt. 10c.

## Canterbury Bells

Biennial "Cup and Saucer" Type

DARK BLUE

ROSE

LIGHT BLUE

WHITE

Prices: Any color or all mixed, Pkt. 15c.



# Hardy Carnation

**Chabaud's Giants** The new strain. Plants thick-set; bearing large double blossoms.  
**COLORS:** Red, Rose-pink, Salmon-rose, White. Separate colors: Pkt. 15c; 2 pkts. 25c. Mixed colors: Pkt. 10c.

**MARGUERITE.** Double fringed flowers. fragrant. Mixed colors. Pkt. 10c; 1/8 oz. 25c.

**Castor Bean** (Rincinus.) Pkt. 10c; oz. 30c.

**Cathedral Bells** (Cobaea Scandens.) Rapid, attractive climber. Lovely lilac bell flowers. Pkt. 10c.

**Celosia** **OSTRICH PLUME.** Feathered Mixed. Pkt. 10c; 1/4 oz. 35c.

**Crested Coxcomb** Dwarf plants with bright red combs of immense size. Pkt. 10c.



## Columbine—Rocky Mountain

The State Flower of Colorado. Hardy perennial; sepals blue, petals white. Does best in partial shade. Plant early. Pkt. 15c; 1/8 oz. 60c.

Oh, Rocky Mountain Columbine,  
Please be my lovely Valentine!

## Columbine—Rainbow Blend

An unsurpassed strain in habit, vigor of growth, length of spur and size of flower. Brilliant colors. Pkt. 25c; 1/8 oz. 70c.

Our Rainbow Columbines delight,  
With spurs so long and colors bright.

## Chinese Forget-Me-Not

Rich blue. Blooms from seed in short time. Pkt. 10c; 1/2 oz. 30c.

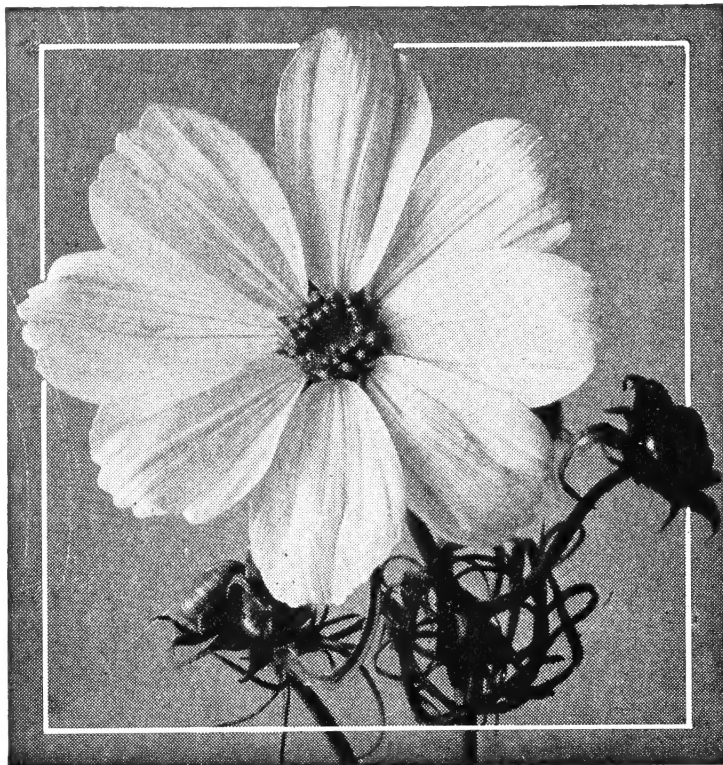
Some folks we know are kinda sot,  
They'd never plant Forget-Me-Not.  
But if they knew how quick these grow  
They'd plant the Chinese strain, I trow.

# CLARKIA

Charming annual. Bushy plants 20 inches tall bear double flowers, resemble small carnations. Very pleasing for table bouquets. Buds will open after cutting, and last for days in vase. Many colors mixed. Pkt. 15c; 1/4 oz. 40c; 1/2 oz. 75c.

## Colorful Cosmos

(SENSATION Strain Is Especially Fine)



**Sensation Radiance** Striking new color combination. Deep rose petals overlaid with zone of rich crimson. Top award winner. Pkt 25c.

**Sensation Pinkie** A giant rose-pink. An early bloomer. Long strong stems. Pkt. 15c; 1/4 oz. 25c.

**Sensation Purity** A colossal white similar to Pinkie except for color. Pkt. 15c; 1/4 oz. 25c.

**Sensation Crimson** A new color in the super-size Cosmos. Pkt. 15c; 1/4 oz. 25c.

**Sensation Mixed** Splendid. Pkt. 10c; 1/2 oz. 40c.

**Orange Flare** Early deep vivid orange. Pkt. 10c; 1/4 oz. 25c.

**Early Giant** Early, large and a rapid grower. Comes in Pure White, Rich Crimson, Lovely Pink, or Mixed Colors. Pkt. 10c; 3 pkts. 25c; 1/2 oz. 30c.

## Special Collection

1 pkt. each, Radiance, Pinkie, Purity, Crimson Sensation, Orange Flare..... **60c**



# HARDY DELPHINIUMS



Sow outdoors early in spring. Plants live over winter, increase in size and vigor.

The forms are as varied as the colors, many blossoms with a double set of petals, the two sets often different in color.

## Pacific Giants Mixed

Huge flowers beautifully spaced on well branched spike. Thin woody stems. Practically all double. Mildew resistant to a large degree. Doubtless the most spectacular strain to date. Mixed colors, in charming variety. Pkt. 25c;  $\frac{1}{8}$  oz. \$1.25.

## Pacific Giants in Colors

White (Galahad) Lavender Shades  
Clear Light Blue Dark Blue Shades  
Any of these 4 colors, Pkt. 35c.

**SPECIAL:** One Pkt. each the 4 for \$1.00.

**Belladonna** Turquoise-blue, single flowers. Pkt. 15c.

**Bellamosum** Like Belladonna, but rich deep blue. Pkt. 15c.

## J. D.'s Special Mixture

Many types, colors and shades, including Pacific Giants. Mixed: Pkt. 20c;  $\frac{1}{8}$  oz. 75c.

All Dels should bloom the second year,  
But heres some news thats good to hear.  
If sow the seed in EARLY spring,  
Some blooms you'll pick first year, by jing.

## African Daisies (Annual)

**GOLDEN AFRICAN.** Orange-gold with black zone around center. Pkt. 10c;  $\frac{1}{4}$  oz. 30c.

## Painted Daisies

These Painted Daisies (Single Annual Chrysanthemums) are splendid for cutting. ALL COLORS MIXED. Pkt. 10c;  $\frac{1}{4}$  oz. 25c.

**Shasta Daisy** White perennial. Pkt. 10c;  $\frac{1}{4}$  oz. 35c.

**Evening Primrose** blooms from seed sown early spring to June. The large yellow, fragrant blooms open at twilight. Pkt. 10c;  $\frac{1}{2}$  oz. 30c.

**Evening Scented Stock** Beautiful lilac flowers, emitting a delightful perfume in the evening. The seed pods have two "horns." Pkt. 10c;  $\frac{1}{2}$  oz. 25c.

Now if you crave a pleasant shock,  
Sow seed of Evening Scented Stock.  
Delightful fragrance yours each eve,  
And funny seed pods blossoms leave.

## Favorite Flax Flowers

**Scarlet Flax** (LINUM.) Bright red Annual. Pkt. 10c; oz. 35c.

**Blue Flax** (Perennial.) About 2 feet high. Has dainty sky-blue flowers on graceful stems, in great profusion, over a long period. Pkt. 15c;  $\frac{1}{4}$  oz. 25c.

Perhaps you're sad and feeling blue,  
Then grow some Flax of that same hue.  
Its blooms you see for many weeks,  
May bring a smile back to your cheeks.

**"Forget-Me-Not"** Hardy perennial. Blooms first year.

Color blue. Pkt. 10c.

**Four o'Clock** Good old-fashioned easy-to-raise flowers. Mixed colors. Pkt. 10c; oz. 40c.

The Four o'Clock's a dual plant,  
Try beat it for a hedge—you can't.  
And when that hedge bursts into bloom,  
For more these blooms there isn't room.

**Fox Glove** Tall perennial with spikes of vari-colored and spotted tube-like flowers. Pkt. 10c.

**Gaillardia** Portola Hybrids. Shades of bronzy-red, golden tipped. Very robust. Pkt. 10c.

**Geum** (Mrs. Bradshaw.) Perennial. Double orange-scarlet flower. Pkt. 10c.

**Geum** (Lady Stratheden.) Flowers golden yellow. Pkt. 10c.

# GODETIA

ANNUALS. SOW OUTDOORS

**Dwarf Double** Sow same as asters. Thin to foot apart. Each plant makes a bush about a foot high. Lovely colors mixed. Pkt. 15c.

**Tall Double** Brilliant flowers are attached along the stem and open from bottom to tip of stem, something like the Gladiolus. Can be cut in bud. Choice Mixed. Pkt. 10c.

# GOURDS Galore

## Small Gourds

PRICES: All Gourds at Pkt. 10c; oz. 40c.

**EGG SHAPED.** Used as nest eggs.

**ORANGE.** Color and shape of an orange.

**SMALL MIXED.** All shapes and colors.

## Large Gourds

**DIPPER.** Grow your own dippers.

**DISH CLOTH.** May be used like a sponge.

**LARGE MIXED.** Variety of large sorts.

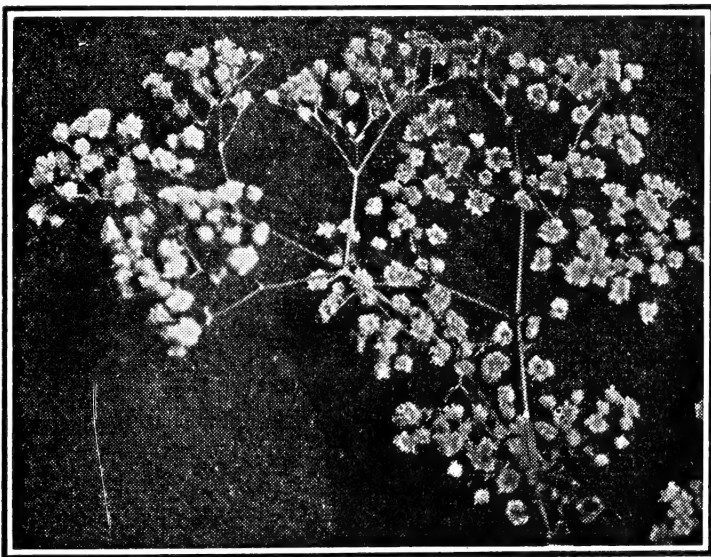
## Gypsophila (Baby's Breath)

Graceful plants with tiny fairy-like flowers. For combining with sweet peas, etc.

**ANNUAL WHITE.** Sow this every few weeks for constant supply. Pkt. 10c; 1/4 oz. 25c.

**ANNUAL PINK.** Same as above, but dainty pink. Pkt. 15c.

Let Baby's Breath, called "Gyp" for short,  
Among your hardy plants cavort.  
The annual strains in white and pink  
Burst into bloom quite soon, I think.



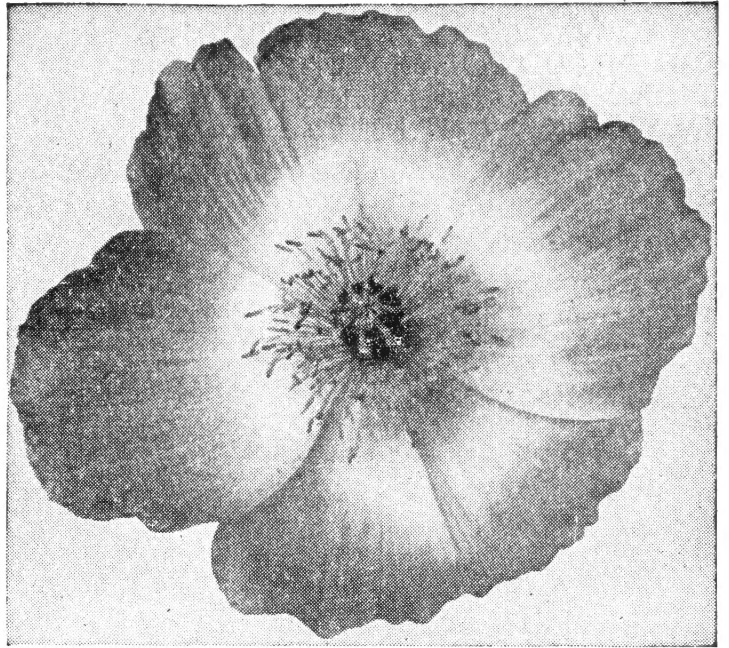
## Double Gypsophila

**PERENNIAL WHITE DOUBLE.** About one-fourth come double flowers. Balance may be pulled out if not desired. The kind for drying for winter use. Pkt. 30c; 2 Pkts. 50c.

Jack be nimble. Jack be quick.  
Jack pull weeds, before they're thick.

To learn a lot 'bout garden lore,  
Talk not so much, but listen more.

# Iceland Poppies



The Iceland Poppy, dainty, frilled,  
Doth thrive in heat, or weather chilled.  
It blooms and blooms, then blooms some more,  
And smiles at you, near your back door.

While Iceland Poppies are hardy perennials, they flower the first year from seed, blooming almost as quickly as the annual sorts.

Useful for cutting, for which purpose pick when in bud. If the seed pods are picked off, they continue in flower the entire season.

**Imperial Jewels** Most outstanding Iceland Poppy to date. Yellow, orange, pink, salmon, rose, red, and pastel shades, hues of apricot, buff, etc.

"Flowers beautifully frilled and fluted, many semi-double, and all very large. Pkt. 20c; 1/8 oz. 70c.

**"Pastel Shades"** Special mixture. Very lovely. Pkt. 20c; 1/8 oz. 80c.

**El Monte** Deep tangerine-orange, distinct in color from others. Large. Pkt. 15c; 1/8 oz. 60c.

**Sanford's Giants** A grand giant strain. Strong stems, giant blooms. Many lovely shades and tints, mixed. Pkt. 15c; 1/8 oz. 70c.

**Sunbeams** Shades of orange, salmon, Pkt. 15c; 1/8 oz. 60c.

**Yellow Wonder** Rich lemon-yellow, long stems. Pkt. 15c; 1/8 oz. 80c.

## Iceland Poppy Collection

One Pkt. Each Above 6 Kinds 70c.

**Kochia** Foliage turns red in fall. Also called Mexican Fire Bush. (In some sections this spreads and becomes a pest.) Pkt. 10c; 1/2 oz. 25c.

## Double Hollyhocks

Plant April to June. Bloom second year.

BLACK	MAROON
*COLORADO SUNSET	RED (Grand)
LILAC BEAUTY	WHITE
NEWPORT PINK	YELLOW

\*"Colorado Sunset." A creamy-copper blend.

Prices: Any color or mixed, Pkt. 10c; 3 Pkts. 25c; 1/4 oz. 60c.

## Annual Hollyhock

**Indian Spring** A new true annual Hollyhock. The semi-double blooms range from pale pink to crimson-rose. Mixed. Pkt. 15c; 2 pkts. 25c.

## Baby Snapdragons

(Linarias—Annual)



The dainty flowers resemble miniature Snapdragons. Blooms 8 weeks from seed. Thin to 8 inches.

**EXCELSIOR, MIXED.** Colors range through crimson and gold, pink, mauve, dark blue and chamois and rose. Pkt. 10c.

**FAIRY BOUQUET.** Greatly improved by more compact growth, and extra large flowers of a great variety of distinct colors. Very quick to bloom. Lovely mixture. Pkt. 15c.

**Love-In-A-Mist** (Nigella.) Rich blue double flowers amid feathery foliage. Pkt. 10c.

**Mignonette** SPECIAL MIXTURE. Fine. Pkt. 5c; 1/2 oz. 25c.

## Don't Kill the Cops

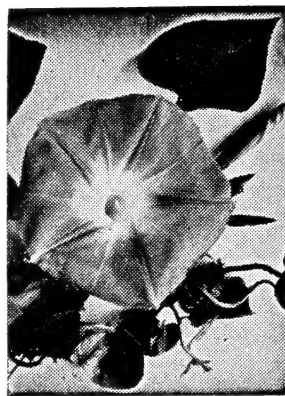
If Mr. Toad is found in your garden, don't harm him, but treat him as a friend, for he is your friend, arresting and executing garden criminals.

If your sweet peas or pansies seem sick and you find lady bugs on them, don't jump at conclusions. It's lice or aphids that have injured your plants, and the lady bugs are there trying to exterminate the pests.

## Mammoth Meandering Morning Glories



Cornell



Heavenly Blue

## Mammoth "Heavenly Blue"

The most popular giant Morning Glory. Clarke's Early Strain, developed at Denver, is the kind we offer. It's immense. And beautiful. Pkt. 10c; 1/2 oz. 40c; oz. 75c.

## Mammoth "Cornell"

Color, red with white border, the colors of Cornell University—good old Cornell! Pkt. 15c; 1/4 oz. 35c; 1/2 oz. 60c.

**Crimson Rambler** White throat. Free bloomer. Pkt. 10c; 1/4 oz. 25c; 1/2 oz. 40c.

## Mammoth "Scarlett O'Hara"

The large flowers are freely produced on fast growing vines. Pkt. 10c; 1/2 oz. 60c.

## Mammoth "Pearly Gates"

"Something NEW Has Been Added" Shining all-white Enormous flowers. Pkt. 15c.

## Double "Rose Marie"

Deep rose Morning Glory of medium size. Pkt. 10c; 1/4 oz. 30c; 1/2 oz. 50c.

## "Patriotic Mixture"

Heavenly Blue, Scarlett O'Hara and Pearly Gates mixed. Large Pkt. 25c.

**Tall Mixed** Fine mixed Morning Glory. Pkt. 5c; oz. 20c.

**Dwarf Mixed** For beds or borders. Mixed. Pkt. 5c; oz. 25c.

**ONOS "Hit or Miss"** A "Surprise" mixture of many kinds flower seeds—as one customer said, "It's all hit and no miss." Something new nearly every day after begins to bloom. Makes a hit with all who try it. Pkt. 10c; 1/4 oz. 30c; 1/2 oz. 50c.





## Annual Larkspurs

(Annual Delphiniums)

All Larkspurs Priced  
Prepaid

Much improved the past few years. Quick and pleasing results from spring sown seed.

Just sow the seed out in the garden in April or early May. You will have a grand display from midsummer until killing frost. Thin to 12 inches.

These Tall Annual Larkspurs (3 to 5 feet high) not only brighten up your garden, but are also splendid for cutting. They branch from the base and have very long flower stems.

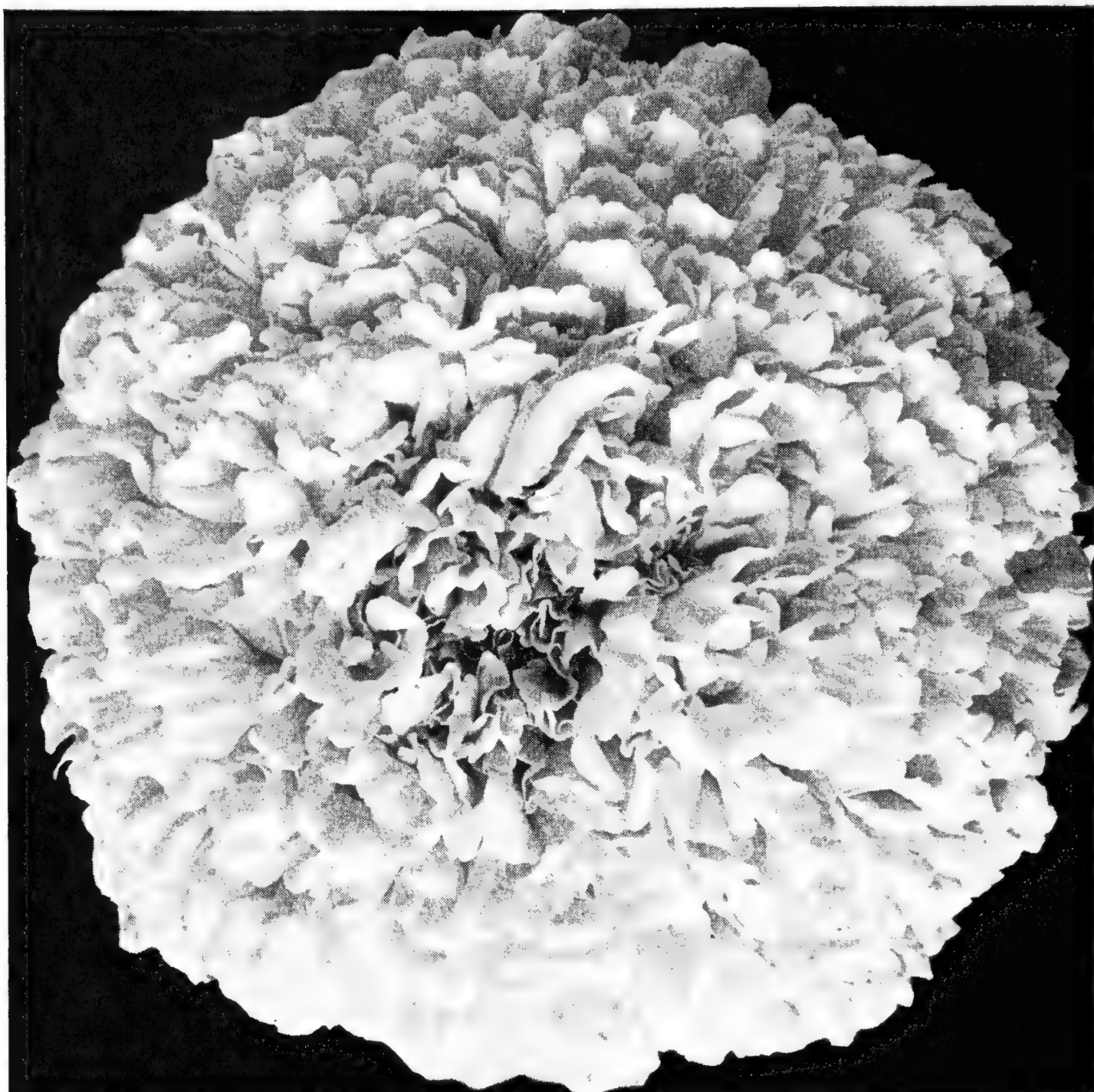
- Super Majestic Rose-Pink** Sensational true branching type. Can be grown 5 to 6 feet tall. The long clean stems bear enormous Rose-Pink blossoms. Pkt. 15c;  $\frac{1}{4}$  oz. 40c;  $\frac{1}{2}$  oz. 70c.
- Super Majestic Lavender** Same type, size and loveliness as Rose-Pink. Pkt. 15c;  $\frac{1}{4}$  oz. 40c;  $\frac{1}{2}$  oz. 70c.
- Super Majestic White** A colossal WHITE in the super Majestic classy type. Pkt. 20c;  $\frac{1}{4}$  oz. 50c;  $\frac{1}{2}$  oz. 80c.
- Giant Imperial Lilac King** A Super Lilac. Upright branching King type. Double florets. Pkt. 15c;  $\frac{1}{4}$  oz. 40c;  $\frac{1}{2}$  oz. 70c.
- Big Four Collection, 50c** One pkt. each above four wonderful Annual Larkspurs (value 65c) for 50c.

## **TEN MORE Double Imperial LARKSPURS**

- Blue Spire** Intense Oxford deep Blue. Pkt. 10c;  $\frac{1}{4}$  oz. 30c.
- Salmon Pink** New Cockade type. FINE. Pkt. 10c;  $\frac{1}{4}$  oz. 40c.
- Carmine King** Rich Carmine-Salmon. Pkt. 10c;  $\frac{1}{4}$  oz. 30c.
- White King** Magnificent Hollyhock-type. Pkt. 10c;  $\frac{1}{4}$  oz. 35c.
- Coral King** A new color in Larkspurs. Large. Pkt. 10c;  $\frac{1}{4}$  oz. 35c.
- Beautiful Blend** Mixture of these fine Larkspurs. Pkt. 10c;  $\frac{1}{4}$  oz. 25c;  $\frac{1}{2}$  oz. 40c; oz. 70c.
- Dazzler** Bright carmine. Early. Fine for cutting. Pkt. 10c;  $\frac{1}{4}$  oz. 35c.
- Gloria** Lovely deep rose with no trace of Carmine. Pkt. 10c;  $\frac{1}{4}$  oz. 35c.
- Lilac Queen** Rich lilac, shading to blue. Pkt. 10c;  $\frac{1}{4}$  oz. 35c.
- Los Angeles** Rose with salmon sheen. Pkt. 10c;  $\frac{1}{4}$  oz. 25c.
- Miss California** Deep Rose-Salmon. Pkt. 10c;  $\frac{1}{4}$  oz. 35c.

## **"Snappy Seven" Collection**

Our selection of 7 ten cent Pkts. Larkspurs (assorted colors), plus one Pkt. "Beautiful Blend"—all for 55c, prepaid.



(Bodger's GIGANTEA Orange Double)

## **Gigantic Tall Double "Pot of Gold" Orange Marigold**

Can be grown to 5 inches or larger in any good garden. Has been grown 7 inches with special care.

**COLOR DEEP RICH ORANGE.** Flowers delicately sweet scented. Grand for garden display and superb for cutting. Will keep for 10 days or longer when cut.

**PLANTS STRONG AND UPRIGHT GROWING,** with 6 or 8 heavy branches, each bearing 3 or 4 giant flowers. A masterpiece. Pkt. 15c;  $\frac{1}{4}$  oz. 70c;  $\frac{1}{2}$  oz. \$1.25.

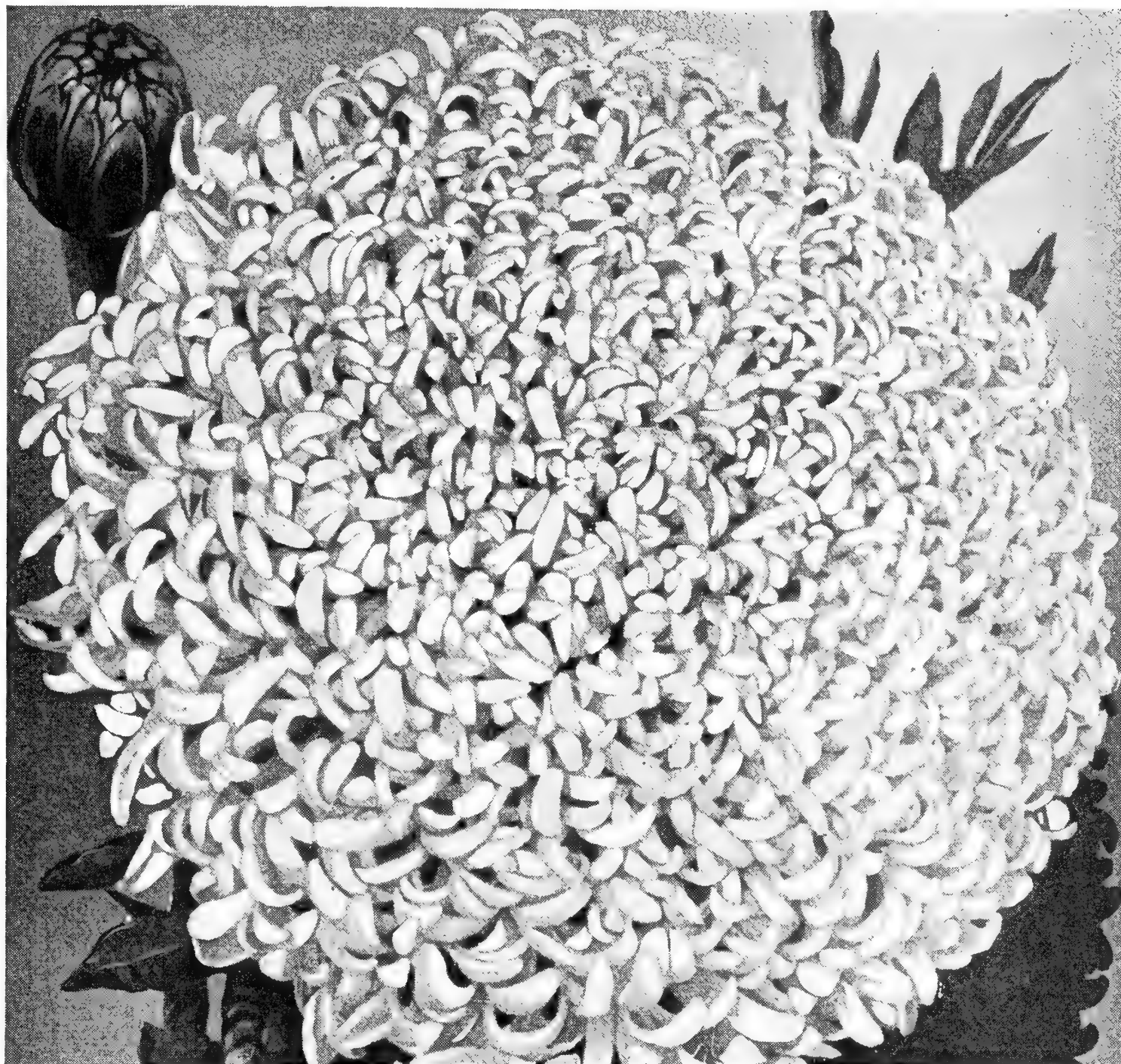
## **Mammoth Marigolds Mixed. Sunset Giants**

Similar to and almost as large as Gigantic Tall "Pot of Gold." Many blooms fully as large. Mixed colors of orange, primrose, lemon-yellow. Plants vigorous. Strong stems. Pkt. 15c;  $\frac{1}{4}$  oz. 50c;  $\frac{1}{2}$  oz. 90c.

## **Dazzling Dwarf Marigolds. Gypsy Jewels**

Plants of bushy type. Blooms large, in wide range brilliant shades of orange, yellow, primrose. Pkt. 15c;  $\frac{1}{4}$  oz. 40c;  $\frac{1}{2}$  oz. 75c.





## Chrysanthemum Flowered Marigolds

This lovely type is well illustrated above. Almost perfect balls. Blooms so hard and firm that they keep many days when cut. Many long flower stems to each plant.

**Mission "Goldsmith"** Lovely orange.

**Mission "Yellowstone"** Golden yellow.

**Mission Mixed** Shades of orange and gold.

**"Marigold-Mum"** Lemon-yellow.

**PRICES:** Any the above 4 Chrysanthemum flowered kinds: Pkt. 15c; ¼ oz. 60c.

Marigolds as cut flowers. Few flowers keep longer after being cut. For days and days Marigold blooms look as fresh as though in the garden. Change water often.

**Guinea Gold** Orange. Carnation-flowered. Pkt. 10c; ¼ oz. 30c.

**Orange Prince** Deep golden orange. Pkt. 10c; ¼ oz. 30c.

**Yellow Supreme** An old favorite. Pkt. 10c; ¼ oz. 30c.

**Dwarf "Pot O' Gold"** Bushy plants about 14 in. Large orange double. Pkt. 10c; ¼ oz. 40c.

**Legion of Honor** (Little Brownie) Dwarf. Red and Gold. Single. Pkt. 10c; ¼ oz. 30c.

**Gold Medal Blend** Many new kinds "ALL-IN-ONE" mixture. Pkt. 10c; ¼ oz. 30c; ½ oz. 50c.

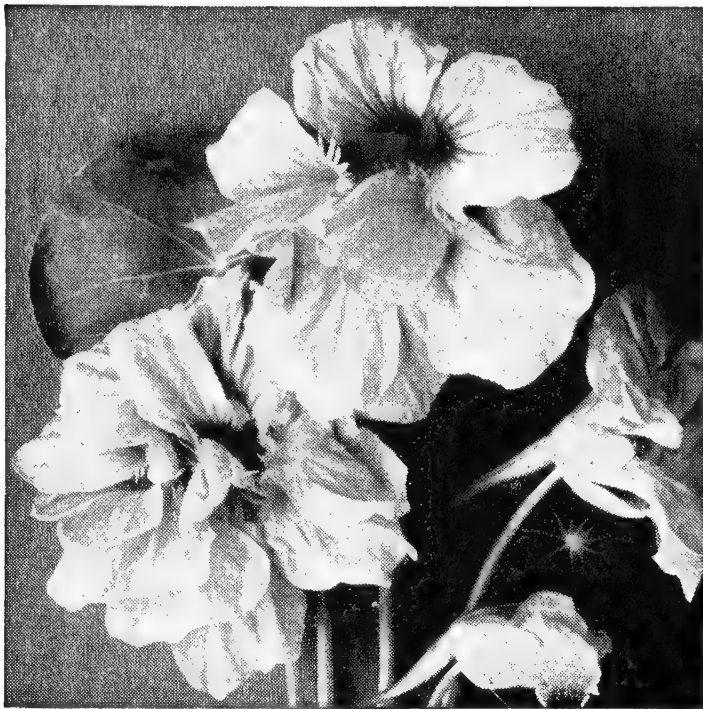
**Crown of Gold** Medium size. Odorless. Pkt. 10c; ¼ oz. 40c.

**Harmony** Yellow border maroon, Semi-dwarf. Pkt. 10c; ¼ oz. 30c.

**Marigold Specials** All 15c Pkts.: 5 or more at 12c Pkt. alike or assorted. All 10c Pkts.: 5 or more at 8c Pkt. alike or assorted. Both pages.



# Nasturtiums



- Golden Gleam** The original sweet scented Nasturtium.
- Indian Summer** A new orange-buff of the Gleam type.
- Mahogany Gleam** Dark Mahogany red.
- Salmon Gleam** A lovely golden salmon.
- Scarlet Gleam** Immense blossoms of orange scarlet.
- Double Gleam Hybrids** A grand and glorious mixture.
- Golden Gem** A golden yellow. Plants dwarf. Double.
- Ruby Gem** Dwarf, compact plants. Large double flowers.
- Double Gem Mixture** Sweet-scented.

## Nasturtium Prices

Any of the Above: Pkt. 10c; oz. 35c.

## Nasturtium Collections

**1 Pkt. each** above ..... **70c**  
**½ oz. each** above ..... **\$1.50**

## Nasturtiums, Tall—Single

Mixed. Pkt. 10c; 1 oz. 20c; ¼ lb. 60c.

## Nasturtiums, Dwarf—Single

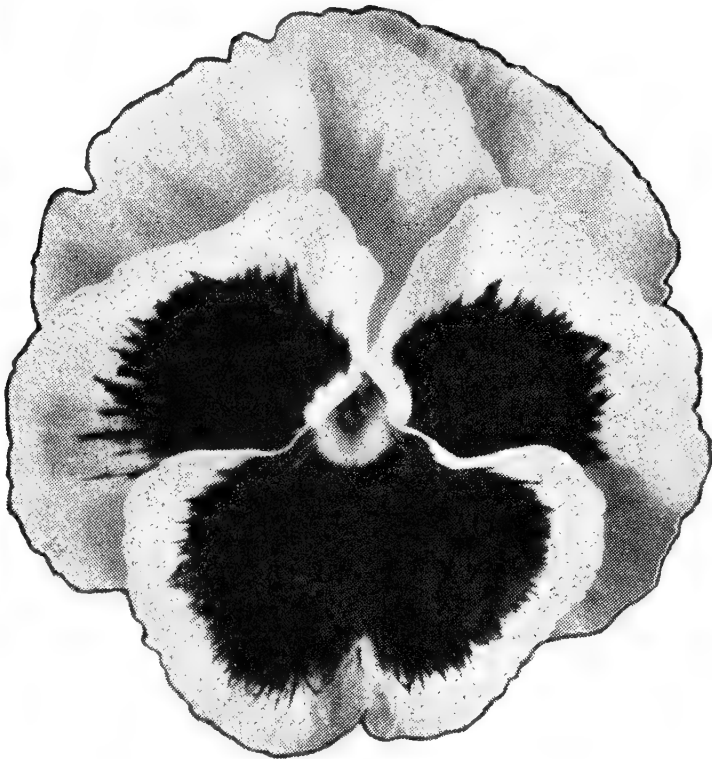
Mixed. Pkt. 10c; 1 oz. 20c; ¼ lb. 60c.

**Nicotiana** (FLOWERING TOBACCO PLANT.) Pkt. 10c.

**Pinks** (DIANTHUS.) Hardy sweet scented annuals. Finest of all pinks. Great variety of colors. Pkt. 10c.

# Super Pansies

Our Mile High Pansies are a sight!  
So big, so colorful and bright.



## Pansy Prices

All kinds (except Large Flowering) at:  
Pkt. 25c; 1/16 oz. \$1.00; 1/8 oz. \$1.80; 1/4 oz. \$3.40; 1/2 oz. \$6.00; oz. \$10.00.

**Canadian Giants** (Improved Maple Leaf.) Leaves large and lush. Gigantic blooms, mixed.

**Engelmann's Giants** Mammoth. Mixed.

**Geneva Giants** Super Swiss Giant strain mixed.

**Mile-High Mixed** Developed in Colorado. A winner in every state. Sturdy plants. Colossal blooms.

**Mile-High Yellow** Immense, with dark center.

**JD's Super-Giants** A well balanced mixture of our best mammoth strains.

**Swiss Blue** Centers darker.

**Swiss Reds** Cardinal-garnet shades.

**Swiss White** Fine giant pure white.

**Swiss Yellow** Gold and yellow shades.

## Large Flowering Mixed

Pkt. 15c; 1/8 oz. \$1.00.

# SUPERB PETUNIAS



**Hollywood Star** 5 point star form. Rich rose. Pkt. 15c.

**Topaz Rose** Vivid rose, suffused gold, topaz throat. Pkt. 15c.

**Rosy Morn** Soft rose-pink, light throat. Pkt. 10c.

**White Queen** Similar to Rosy Morn. White. Pkt. 10c.

**Rose of Heaven** Similar to Rosy Morn. Deeper pink. Pkt. 10c.

**Violet Petunia** Beautiful deep violet. Pkt. 10c.

**Miniature "Rose Gem"** Compact. Pkt. 15c.

**Choice Mixed** Splendid mixture. A stunning array of colors. Pkt. 15c;  $\frac{1}{16}$  oz. 30c;  $\frac{1}{8}$  oz. 50c.

## Balcony Petunias

White, Blue, Rose, Crimson.

Any color or mixed: Pkt. 15c; 2 for 25c.

## Giants of California

Wonderful colors and markings! Some delightfully ruffled and frilled. Pkt. 40c.

### FIRE CHIEF

This brilliant red petunia, illustrated on the front cover, is the first flower to win the Gold Medal of the All-America Trials in the last eleven years.

Fire Chief is a compact, dwarf plant growing about one foot high and covered with single flowers of brilliant scarlet. Ideal for beds, borders and boxes. Excellent for cutting, as the flowers have fine substance and good lasting qualities. Pkt. 25c.

# Lovely Annual POPPIES

**AMERICAN LEGION.** Dazzling orange-scarlet; very large. An improved "Flanders." Pkt. 10c;  $\frac{1}{4}$  oz. 25c;  $\frac{1}{2}$  oz. 40c.

**SHIRLEY.** Single. Mixed. Pkt. 10c;  $\frac{1}{4}$  oz. 25c.

**DOUBLE SHIRLEY ROSE.** Pkt. 10c.

**DOUBLE SHIRLEY SALMON.** Pkt. 10c.

**DOUBLE SHIRLEY MIXED.** Pink, lavender, purple, crimson, etc. Pkt. 10c;  $\frac{1}{4}$  oz. 30c.

## Oriental Perennial Poppies

**ORIENTALE.** Bright orange-scarlet with purplish black center. Pkt. 15c;  $\frac{1}{8}$  oz. 25c.

**SALMON SHADES.** New. Very large blooms. 5 to 6 inches. Vigorous grower. 40 inches, salmon-pink shades. Pkt. 25c.

**CHOICEST MIXED.** Fiery red, scarlet, crimson, orange-scarlet, salmon. Pkt. 20c.

**Portulaca** (ROSE MOSS.) SINGLE MIXED. Pkt. 10c;  $\frac{1}{8}$  oz. 25c.

**Portulaca** FINE DOUBLE MIXED. Pkt. 15c.

## Novelty Portulaca—JEWEL

Extremely large glowing rich crimson. Pkt. 25c.

**Salpiglossis** (VELVET TRUMPET.) Mixed colors. Pkt. 10c.

**Salvia** (SCARLET SAGE.) Bedding plant. Fiery red spikes. Pkt. 15c.

## Hardy Perennial Blue Salvia

**SALVIA AZUREA.** 3 to 4 feet. Sky-blue. Blooms first year if seed sown early. Pkt. 20c.

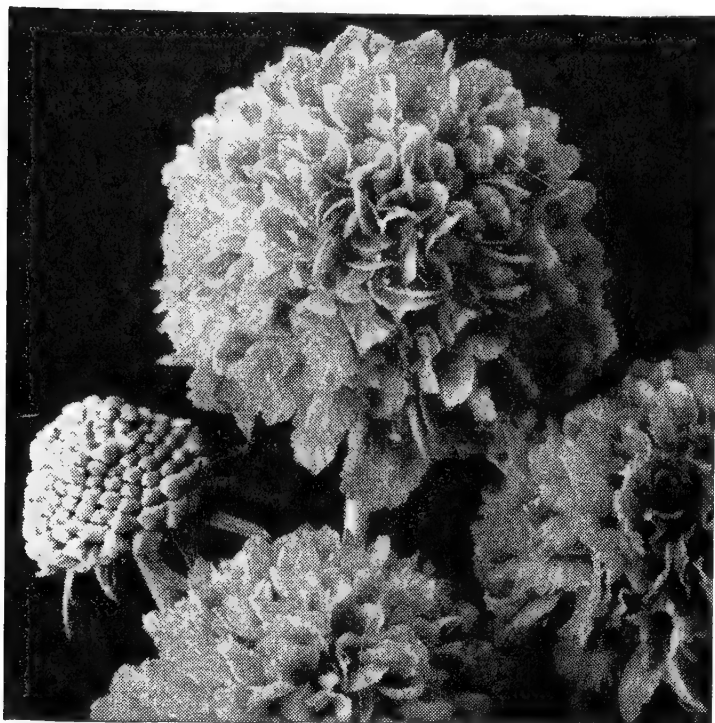
# ANNUAL PHLOX

**Salmon Glory** The flowers are unusually large, up to  $1\frac{1}{4}$  or even  $1\frac{1}{2}$  inches across. (Thin to 12 inches for best results.) The color is pure salmon-pink, with creamy-white eye, one of the most beautiful combinations ever seen. Pkt. 25c.

**Art Shades** Blossoms very large, up to  $1\frac{1}{2}$  inches, are produced on strong trusses of bushy plants. Grand range of pastel colors—salmon, apple blossom, rose, light blue, and other art shades. Pkt. 25c.

**Grandiflora** Many lovely colors. Mixed. Pkt. 15c.

## Annual Scabiosas



**"Blue Moon"** The very large well-formed double flowers are composed entirely of broad, frilly petals. Tall upright plants, very long heavy, wiry stems. Fine for cutting. Pkt. 20c.

**Loveliness** Shades of rose and salmon. Pkt. 10c; 1/4 oz. 30c.

**Orchid Shades** Large, exquisite. Pkt. 20c; 1/4 oz. 50c.

**Rosette** Giant deep rose. Pkt. 15c; 1/4 oz. 50c.

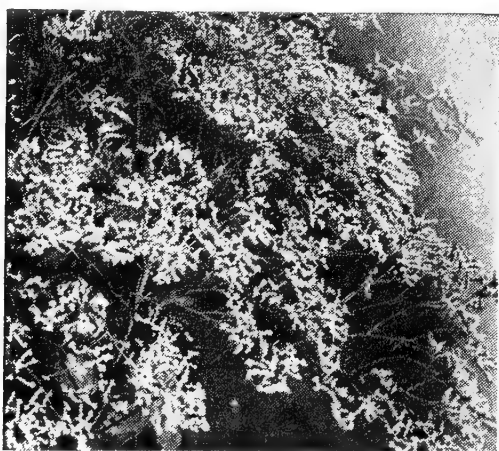
**Shasta** Enormous snow white. Pkt. 10c; 1/4 oz. 25c.

**Salmon Beauty** Huge. SALMON. Pkt. 15c; 1/4 oz. 60c.

**Giant Hybrids** Giant flowers, mixed. Pkt. 10c; 1/4 oz. 40c.

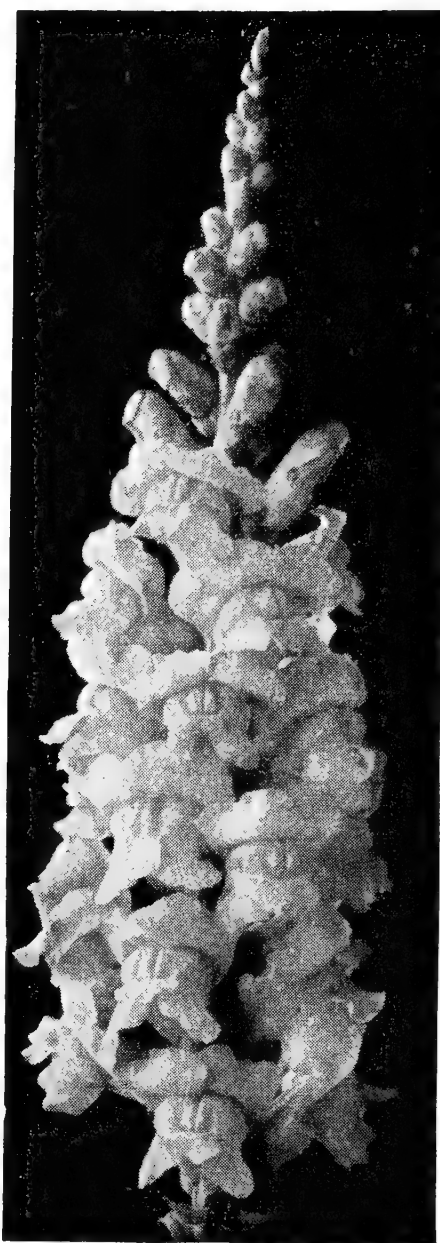
(All Scabiosas Above Are Annuals.)

## STATICE (Sea Lavender)



Latifolia. Airy light blue. Known also as lavender Baby's Breath. Fine for combining with other flowers, especially with Glads. Pkt. 10c; 1/8 oz. 35c.

## Super Giant RUST-PROOF Snapdragons



Extra large. Bloom first year from seed, as well as second.

ALASKA. New white. Pkt. 15c.

CANARY BIRD. Yellow. Pkt. 15c.

LOVELINESS. Rose pink. Pkt. 15c.

BONFIRE. Rich scarlet. Pkt. 15c.

COPPER SHADES. Many shades from copper-orange to coppery-gold. Pkt. 15c.

PINK SHADES. Pure shade of pink. Pkt. 15c.

SUPER GIANT MIXED. Rustproof. Pkt. 15c.

**Collection** One Pkt. each above Snapdragons for 75c.

## Seeds for Rock Gardens

Rock Garden Seeds. Annuals, in mixed varieties and colors. Pkt. 10c.

Rock Garden Seeds. Perennials, in mixed varieties and colors. Pkt. 20c.



## "Straw Flowers"



### (EVERLASTING FLOWER)

(*Helichrysum*.) Very ornamental in garden, easily grown from seed sown outdoors. Particularly valuable for winter bouquets.

**Important:** Cut the flowers when partly open. Hang them up dry in dark place.

**PRICES:** Any color, or all mixed. Pkt. 10c; 1/4 oz. 30c; 1/2 oz. 50c.

**GOLDEN GLOBE.** Large, golden yellow.

**SILVER GLOBE.** Chaste, silvery-yellow.

**ROSE-CARMINE.** Shades of rose.

**"CHRISTMAS RED."** Very popular color.

**ALL KINDS MIXED.** Splendid.

I wonder who put straw in flowers,  
You hang them up in darkened bowers.  
They keep their girlish charms and forms  
Through winter's cold and blasting storms.

## ROYAL SWEET SULTANS

(*Centaurea Imperialis*)

Finest of all Sweet Sultans for cut flower purposes. Charming for garden also.

The beautiful sweet-scented flowers, on long strong stems, will keep several days when cut.

Seed may be sown in the open garden after ground warms up, but longer season of bloom will be enjoyed if plants are started indoors.

**AMARANTH RED**      **RICH PURPLE**

**BRILLIANT ROSE**    **PURE WHITE**

**MANY COLORS MIXED**

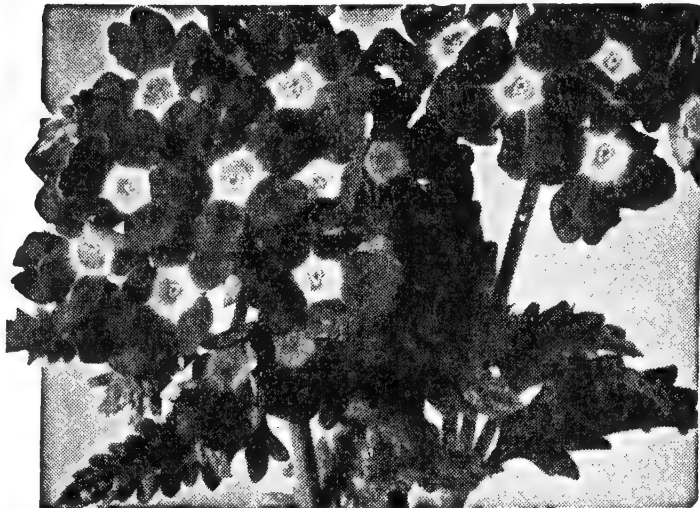
Any color or mixed, Pkt. 10c; (1/4 oz. 30c).

## "Chrysanthemum-Sunflower"

Rich golden yellow flowers, 5 to 8 inches, fully double, that rival gorgeous dahlias in size and splendor. Petals beautifully quilled.

Many branches, each carrying a gorgeous golden flower. Pkt. 10c.

## Vivid Verbenas



"Easy to Grow, Make a Big Show"

**GIANT LAVENDER.** (*Lavender Glory*.) True lavender with white eyes.

**GIANT PINK** (*Luminosa*). Luminous flame pink, shading to salmon.

**GIANT RED.** (*Lucifer*.) Vivid scarlet.

**GIANT ROYAL BLUE.** (*Royale*.) Royal blue, with creamy yellow eye.

**GIANT WHITE.** (*Waller-Franklin*.) Large.

**GIANT VIOLET.** Deep violet with white eye.

**PRICES:** Any above 6 kinds: Pkt. 15c.

**GIANT MIXED.** Pkt. 10c; 1/8 oz. 40c; 1/4 oz. 70c.

## Sweet Williams

**SINGLE MIXED.** Pkt. 10c; 1/4 oz. 30c.

**DOUBLE MIXED.** (Not all double.) Pkt. 15c.

**Giant Flowered** Very large. Fine Best Mixed. Pkt. 20c.

## Annual Wall Flowers

Fragrant flowers in many bright colors.

**WALL FLOWER.** "Gold Standard." Deep double golden yellow flowers. Pkt. 20c.

**WALL FLOWER, DOUBLE MIXED.** Many pleasing colors. Pkt. 15c.

**Wild Cucumber** Quick growing. Pkt. 10c; oz. 30c.

**Stocks** "Cut and come again" fragrant annual. Profuse bloomer.

**DWARF LARGE TEN WEEKS STOCKS.**

**BLOOD RED**      **PEACH BLOSSOM**

**CARMINE PINK**    **WHITE**

**LAVENDER**      **MIXED COLORS**

Your choice any color or mixed. Pkt. 10c.

# Giant Flowered Spencer SWEET PEAS

If plant Sweet Peas in EARLY spring,  
About the time the robins sing,  
You'll get the best results, I know,  
Because the roots will deeply grow.

PRICES. All  
Sweet Peas... **Pkt. 10c**

**Ounce 30c;** 2 Oz. 55c; 4 Oz. \$1.00.  
(Not less than Oz. of a kind at Oz. prices)

AUSTIN FREDERICK. Splendid lavender.  
BONNY BRIAR. Rose-pink, of immense size.  
CHARMING. Large rosy cerise.  
ECSTASY. Blush pink.  
FLAGSHIP. True clear deep navy-blue.  
GIGANTIC. Grand mammoth white.  
GRAND SLAM. Large cerise-scarlet.  
HEAVENLY BLUE. Delphinium-blue.  
HEBE. Very large, rich pink.  
HIGHLANDER. Lavender.  
JUMBO. Deep cerise. Immense.  
LADY MACBETH. Red, shaded salmon.  
MARY PICKFORD. Cream-pink, and salmon.  
MISS CALIFORNIA. Salmon cream-pink.  
PEGGY ANNE. Salmon pink.  
PINKIE. Rich rose-pink.  
PIRATE GOLD. Golden orange.  
REDBOY. Rich crimson.  
RED SUPREME. Deep crimson.  
WELCOME. Bright dazzling scarlet.

## Ruffled Spencers

FLUFFY RUFFLES. Dainty cream-pink.  
Wonderfully frilled and ruffled.  
LADY RUFFLES. Exquisite soft pink on  
white ground. Scottish Gold Medal.  
RUFFLED BEAUTY. Cream-pink with a  
sheen of bright lilac. Charming effect.  
RUFFLED CARMINE. Bright carmine-rose.  
Frilled and ruffled. Long stems.  
RUFFLED ORCHID. Lavender-rose with  
pastel-mauve sheen.  
RUFFLED PRIMROSE. The new ruffled  
black-seeded cream or primrose.  
RUFFLED ROSE. Exquisite ruffled blooms  
of soft, rich rose color.  
RUFFLED WHITE. New ruffled white  
mostly with duplex and triplex standards.

RUFFLED COLLECTION. One Pkt. each of  
the 8 Ruffled Spencers, 60c.

GIANT RUFFLED MIXED. Pkt. 10c; Oz. 30c.



## "Early Bird Spencers"

They bloom extra early. Large blossoms.  
AMETHYST. Rich royal purple.  
AVIATOR. Dazzling crimson-scarlet.  
GLITTERS. Bright fiery orange.  
LAVENDER KING. True lavender.  
MAJESTIC ROSE. Giant rose-pink.  
SHIRLEY TEMPLE. Soft rose-pink.  
SNOWSTORM. Best early White Spencer.  
"EARLY BIRD" MIXED. Pkt. 10c; Oz. 30c.

## "Lovely 'Leven" Spencers

'Leven Packets Lovely Spencers, 75c.  
For "good measure" a Pkt. of Shirley  
Temple, all for 75c. (Our selection of kinds.)  
Just say, "Lovely 'Leven, for 75c."  
Larger lots "Lovely 'Leven." Half ounce  
each of these 'leven Spencers, with one Pkt.  
Shirley Temple, extra, for good luck for  
\$1.50.

The lovely frilly Spencer Peas  
Are not expensive, if you please.  
Our LOVELY 'LEVEN'S priced so low  
That you can have a great big show.

## "33-in-1" Spencer Mixture

Pkt. 10c; Oz. 30c; ¼ Lb. 75c; Lb. \$2.50.

## NITRAGIN BACTERIA

Tends to improve germination, growth  
and production of Peas, Beans and Corn. Is  
much used to treat Sweet Peas before plant-  
ing. Directions on package. One package  
will treat up to 4 pounds of seed. Pkg. 15c,  
prepaid.

# ZINNIAS

**All Zinnias on This Page,  
Pkt. 10c**



## Dahlia-Flowered Zinnias

CANARY BIRD. Immense primrose.  
CRIMSON MONARCH. Gigantic red.  
DREAM. Deep lavender, turning purple.  
EXQUISITE. Light rose, center deeper.  
GOLDEN DAWN. Golden-yellow on brown.  
ORIOLE. Orange and gold bicolor.  
POLAR BEAR. Pure white. Very large.  
SCARLET FLAME. Bright scarlet-orange.  
MIXED DAHLIA-FLOWERED. Above mixed.

## Long's Mammoth Zennias

(Also called California Giants)

BRIGHTNESS. Bright pink, lovely.  
LAVENDER GEM. Deep lavender.  
ORANGE QUEEN. Golden orange.  
PURITY. Biggest white.  
SALMON QUEEN. Salmon-rose.  
SCARLET GLOW. Deep scarlet.  
VIOLET QUEEN. Deep purple.  
MIXED MAMMOTH. Above, mixed.

## Mastodon Mixed Zinnias

Dahlia-Flowered and Mammoth Mixed.  
Pkt. 10c; 1/4 oz. 35c; 1/2 oz. 60c; oz. \$1.00.

Since Grandma's flower garden days,  
The Zinnia's changed, in many ways.  
The kinds that last so long when cut,  
Are "Tiny Tim" and Lilliput.

## Red Zinnia—"Will Rogers"

A fine giant scarlet-red of unusual brilliance in the popular Dahlia-flowered giant type. Pkt. 10c; 1/4 oz. 40c; 1/2 oz. 75c.

## Fantasy Zinnia—"Wild Fire"

Vivid "Ragged-Red." Brightens up the garden like nobody's business! Pkt. 10c; 1/4 oz. 45c.

## Fantastic "Fantasy" Zinnias

Fantasy is a happy-go-lucky, shaggy type. Mixed colors. Pkt. 10c; 1/4 oz. 35c.

## Lilliput (Pompon) Zinnias

Small, compact flowers on strong stems. Fine for cutting. Keep long time.

CANARY YELLOW. Fine for cutting.  
RED RIDING HOOD. Bright scarlet.  
SALMON-ROSE. Loveliest of all.  
ROSEBUD. Bodger's rose-pink.  
VALENCIA. A real deep burnt orange.  
WHITE GEM. Best white Lilliput.  
MIXED LILLIPUTS. Above, mixed.

## Lilliput Pastel Shades

Apricot, peach, creamy yellow salmon, rose, orchid, mixed. Pkt. 10c; 1/4 oz. 35c; 1/2 oz. 60c.

## Darling Cupid Zinnias

Compact plants about 1 ft. tall. Double flowers, about 1 in. Very floriferous.

TINY TIM. Glowing shade of brilliant scarlet.  
PIXIE. Very attractive bright yellow.  
SNOWDROP. Pure clear white.  
ELF. Fascinating shades of carmine.  
CUPID MIXTURE. All colors, mixed.

## Mexicana Zinnias

Small semi-double flowers, mixed colors from yellow to mahogany-red. Pkt. 10c; 1/4 oz. 40c.

## 60c Zinnia Collection

Giant Pastel	Mastodon Mixed
Dahlia Fl. Mixed	Will Rogers
Mammoth Mixed	Fantasy Wild Fire
Super Giants Mix	Cupids Mixed

ONE PACKET EACH FOR 60c.

## Zinnias Priced by Weight

	1/4 oz.	1/2 oz.	1 oz.
DAHLIA FLOWERED ...	\$0.40	\$0.70	\$1.20
LONG'S MAMMOTH ....	.40	.70	1.20
LILLIPUTS .....	.35	.60	1.00
CUPIDS .....	.40	.75	1.30



## NEW STRAIN SUPER GIANT ZINNIAS, *Mixed*

Blooms up to 6½ inches across in a wide range of colors and form of blossoms. Some Dahlia Flowered type, others with curled chrysanthemum blooms. Pkt. 15c; ¼ oz. 50c; ½ oz. 80c; oz. \$1.50.

## GIANT ZINNIAS. PASTEL TINTS. *Crown O' Gold Type*

IMMENSE FLOWERS, borne profusely on robust plants. Finest of all pastel tints in the super-Zinnia class.

DEVELOPED FROM THE POPULAR "CROWN O' GOLD" VARIETY. Pastel shades of soft yellow, old gold, light pink, apricot, salmon, peach, buff, white and cream, mixed.

EACH PETAL GOLDEN AT BASE, carrying out the various pastel colors at tip. No magenta, reds or other harsh colors to kill the delicate tints in this new, grand and glorious mixture. PACKET: 15c; ¼ oz. 40c; ½ oz. 75c; oz. \$1.30.

SPECIAL: One Pkt. Each Giant Pastel and Super Giant for 25c.

## LUTHER BURBANK ZINNIAS. *New Art Shades, Giants*

The many self colors range from cream and primrose through delicate buff-yellow, canary-yellow, ivory, soft salmon, warm rose, apricot, peach, salmon-pink to bright rose.

Pkt. (200 seeds) 25c; 2 pkts. 45c. Larger pkt. (1000 seeds) \$1.00.

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## "Full Meal" Tablets for Better Plants

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### "Full Meal" Tablets



FULTON'S PLANTABBS provide all of the food elements essential to stimulate healthy plant growth, increase vigor and blooms, plus Vitamin B<sub>1</sub> and root-producing hormones.

A complete, balanced food and tonic for everything that grows in soil. Safe to use, guaranteed not to burn. Each tablet is a FULL MEAL and may be either planted in the soil like seed or dissolved and used as a rich liquid fertilizer.

Clean, odorless, convenient. Use Fulton's Plantabbs and enjoy the finest plants, flowers and vegetables you ever had.

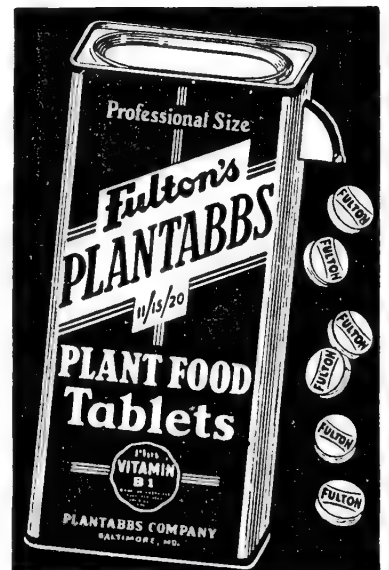
30 Tablets.....	25c	200 Tablets...	\$1.00
75 Tablets.....	50c	1000 Tablets...	\$3.50

### Large ECONOMY Size 1000 Tablets, \$3.50

Many who started buying "FULL MEAL" Plantabbs in smaller lots, now order this large can, of about 1000 Tablets.

(Note the SPOUT at side of can.)

No spoilage, no shrinkage, no loss. Keep a supply on hand. Next best buy is the \$1.00 size.



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## Scarlet Runner Beans

Usually listed in flower section only, but logically belongs with vegetables also. The pods can be used green as snap beans. In England this variety is a great favorite because of its delicious edible pods which follow the sprays of bright scarlet pea-shaped blossoms. Pkt. 10c; ½ lb. 30c; lb. 55c, prepaid.

## PURELY PERSONAL...

Many of our old-time customers will remember how my father used to report pictorially the progress of the "younger generation" as my sister, Elizabeth; brother Carleton and I gazed at the glads, dug dahlias or sampled strawberries.

Seems as if time goes galloping by so fast these days I never accomplish more than a fraction of the things I intend to do. Have wished to introduce the third generation in this Long story for several years.

Last summer, just about the time she was turning her fifth birthday, I persuaded daughter Margaret Anne to pose with her poor old pappy in a planting of pretty Pandora glads. (Pandora is a deliciously delightful shade of pink which we are listing this year for the first time.) The iris is Sunset Serenade. It sometimes forgets the calendar and blooms at glad time.

Wanted to get Margie's mother in the picture, too, but she was a bit bashful and insisted she should work the camera. Did a good job, too, for you will notice in background she got in some of the Continental Divide peaks, whitened with the first fall snows.

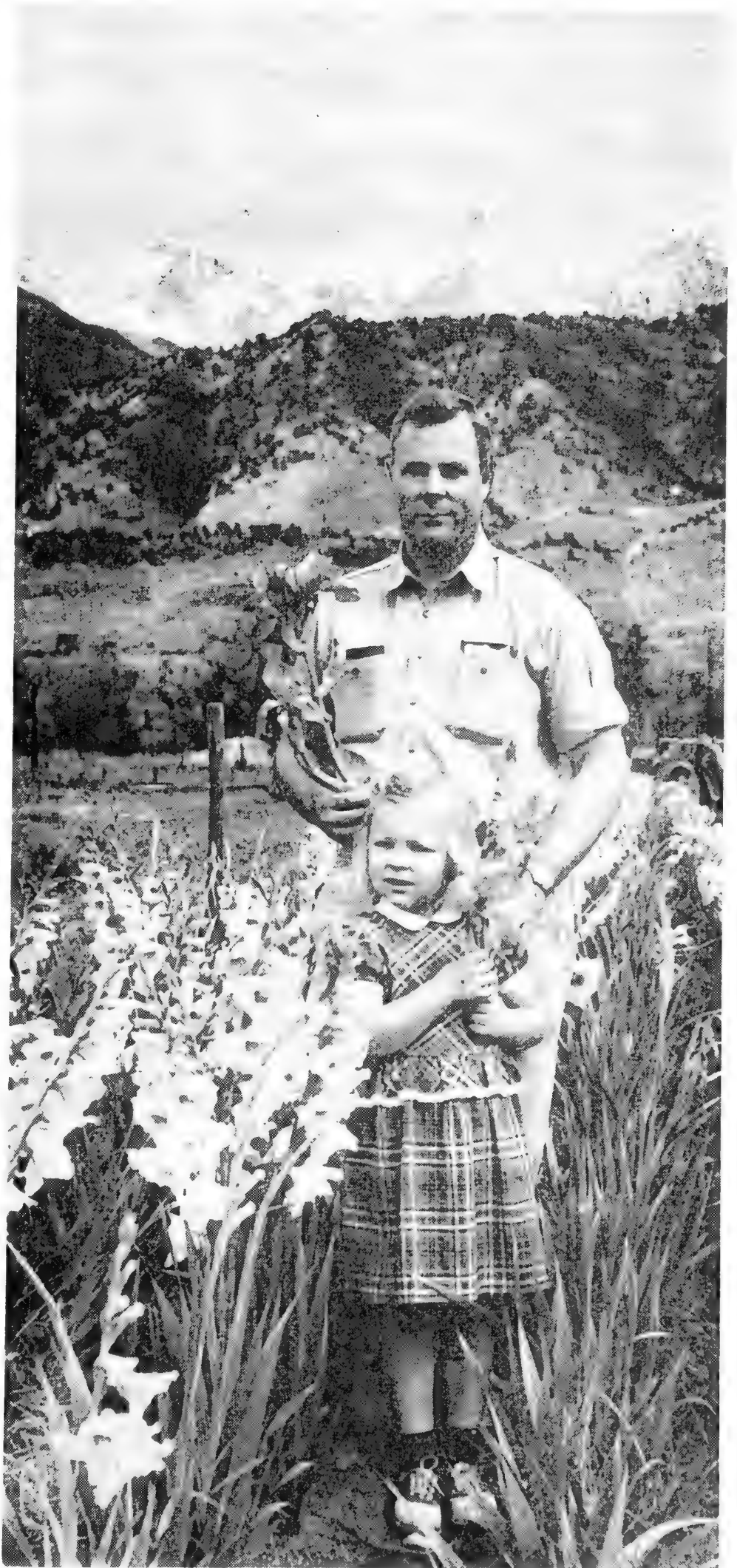
It is from these high mountains that we get the irrigation water that enables this otherwise dry country to bloom so beautifully. Takes trouble to irrigate, but we can do a fine job on our plants and bulbs by having the water available when needed.

Leaving the mountains and getting back to Margie. I'm happy to report that she has enjoyed her first taste of school this year in the kindergarten class. Started out in the same school I used to go to some years back. Then after Christmas she and the other young children in this part of Boulder had the pleasure of going to a brand new elementary school just completed.

Makes it mighty handy for Margie. The new school adjoins our gardens on the west, so it is only a block and a half from our house to school. In another few months when things start to bloom, she can keep an eye out for rogues in the plantings as she skips back and forth from home to school. She got a big kick out of helping us check the glads last summer.

And so did her father,

Everett C. "Ev" Long.

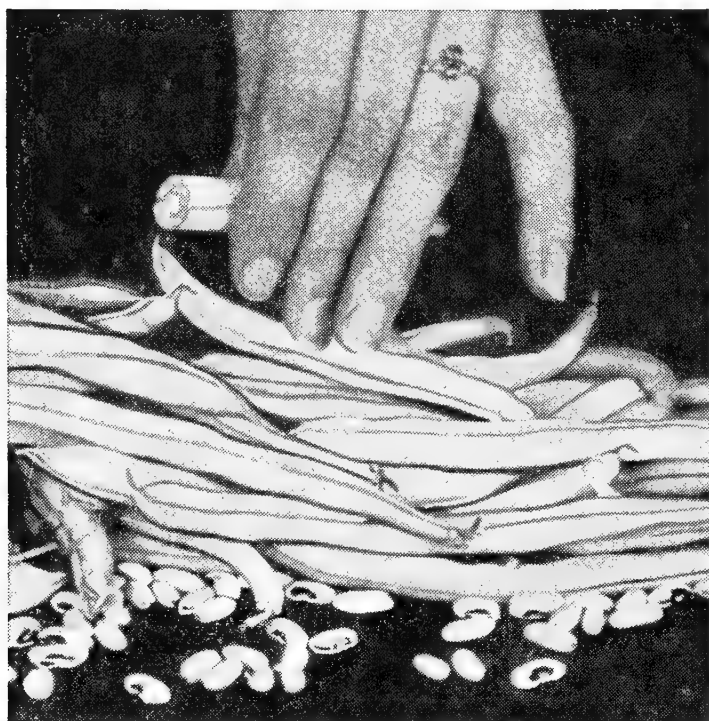


# LONG'S VEGETABLE SEEDS

## Asparagus

**Seed** Pkt. 10c;  $\frac{1}{4}$  lb. 60c; lb. \$2.00. (No asparagus roots this year.)

## Bountiful BEANS



All Beans Priced Prepaid

### New Gold Medal Winner

#### TOPCROP

This new green snapbean was developed by Dr. W. L. Zaumeyer, of the U. S. Dept. of Agriculture, and is available this year for the first time. Extremely resistant to disease and adverse climatic conditions, this prolific new bean is highly recommended for market growers as well as home gardeners. Topcrop and the new bush squash, Uconn, are the first gold medal vegetable winners in the All-America Selections since 1935.  
Pkt. 20c;  $\frac{1}{2}$  lb. 50c; lb. 85c; 5 lbs. \$4.00

### Brittle Wax—Yellow Pod

Long round fleshy pods, almost as brittle as icicles. Bean white, dark eye.  
Pkt. 10c;  $\frac{1}{2}$  lb. 35c; lb. 65c; 5 lbs. \$3.00.

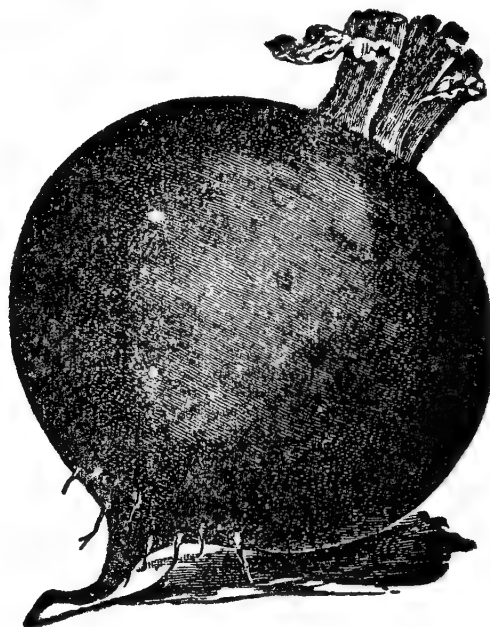
### Giant Stringless—Green Pod

Beans light brown. Pods long, round, meaty, tender. Delicious.  
Pkt. 10c;  $\frac{1}{2}$  lb. 30c; lb. 55c; 5 lbs. \$2.50.

### Tendergreen—Green Pod

Very long, almost straight, plump, dark green entirely stringless pods. Superb.  
Pkt. 10c;  $\frac{1}{2}$  lb. 35c; lb. 65c; 5 lbs. \$3.00.

## Better Beets, Prepaid



**Detroit Dark Red** Globe shape; smooth; dark red; tops small. Good for early, medium or late. Splendid for canning. Large Pkt. 10c; oz. 20c;  $\frac{1}{4}$  lb. 55c; lb. \$1.60; 2 lbs. \$3.00.

**Early Wonder** A splendid extra early variety. Quick growing globe shape. Flesh dark red, and tender. For summer, fall and winter. Large Pkt. 10c; oz. 20c;  $\frac{1}{4}$  lb. 55c; lb. \$1.60; 2 lbs. \$3.00.

## STOCK BEETS

(Also Called Mangels)

All at Same Prices, Prepaid: Pkt. 5c; oz. 15c;  $\frac{1}{4}$  lb. 40c; lb. \$1.10; 2 lbs. \$2.00; 4 lbs. \$3.60. Prepaid.

Mammoth Long Red. Giant Half Sugar. Golden Tankard. Sugar Beet. All Four Above, Mixed.

### Kentucky Wonder—Pole

Still the favorite pole bean. Green pods in clusters. Cook tender. Delicious flavor.  
Pkt. 10c;  $\frac{1}{2}$  lb. 30c; lb. 55c; 5 lbs. \$2.50.

### “Baby Lima”—Henderson’s

The small seeded delicious “Butter Bean.” Easy to grow. Plants bear long time.  
Pkt. 10c;  $\frac{1}{2}$  lb. 30c; lb. 50c; 5 lbs. \$2.25.

### Burpee’s Bush Lima

Thick seeded or “potato type.” Improved strain. Plant so eye is up.  
Pkt. 10c;  $\frac{1}{2}$  lb. 30c; lb. 55c; 5 lbs. \$2.50.

### Edible Soy Bean—Bansei

Pkt. 10c;  $\frac{1}{2}$  lb. 30c; lb. 50c; 5 lbs. \$2.25.



# CABBAGE, Prepaid



## Cauliflower, Prepaid

**EARLY SNOWBALL.** Main crop variety. Pkt. 20c;  $\frac{1}{8}$  oz. 55c;  $\frac{1}{4}$  oz. \$1.00;  $\frac{1}{2}$  oz. \$1.90; oz. \$3.50.

**DRY WEATHER.** Later and larger than Snowball. Prices the same.

**Brussels Sprouts** Tiny cabbages, grow closely on stalks. Pkt. 10c;  $\frac{1}{2}$  oz. 25c.

**Chinese** Or CELERY CABBAGE. Sow in June. Pkt. 10c;  $\frac{1}{2}$  oz. 25c.

## Early Copenhagen Market

Also splendid for winter, if planted later. Pkt. 10c; oz. 40c;  $\frac{1}{4}$  lb. \$1.10.

## Extra Early Golden Acre

Plants compact. Heads round, solid, sweet. Pkt. 10c; oz. 45c;  $\frac{1}{4}$  lb. \$1.20.

## Danish Round Head Winter

Short Stemmed Hollander. The favorite for late fall and winter. Solid. Good keeper. Pkt. 10c; oz. 45c;  $\frac{1}{4}$  lb. \$1.20.

## Early Jersey Wakefield

Pkt. 10c; oz. 45c;  $\frac{1}{4}$  lb. \$1.20.

## Winningstadt Second Early

Pkt. 10c; oz. 45c;  $\frac{1}{4}$  lb. \$1.20.

## Enkhuizen Glory Midseason

Pkt. 10c; oz. 40c;  $\frac{1}{4}$  lb. \$1.10.

## Mammoth Late Flat Dutch

Pkt. 10c; oz. 45c;  $\frac{1}{4}$  lb. 1.20.

## Perfection Drumhead Savoy

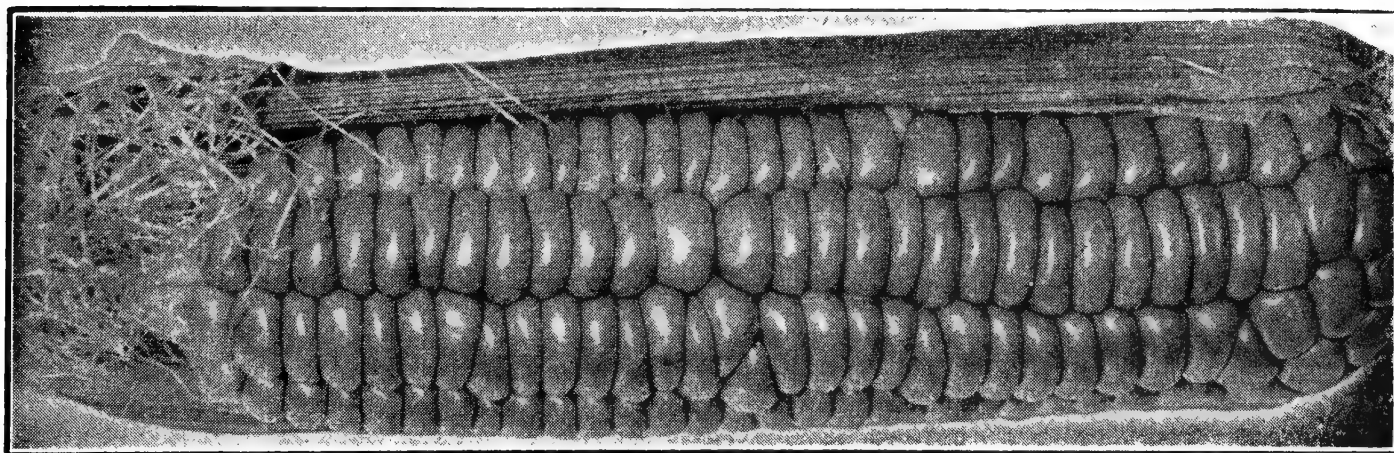
Heads nearly round. Leaves crimped. Sweet. Pkt. 10c; oz. 45c;  $\frac{1}{4}$  lb. 1.20.

## Mammoth Red Rock Winter

The round purple-red heads are excellent. Pkt. 10c; oz. 50c;  $\frac{1}{4}$  lb. \$1.50.

For Cabbage plants, don't spend your dough,  
Plant seed outdoors, and watch 'em grow.

## SWEET CORN—ALL PRICED PREPAID



**GOLDEN BANTAM.** An old standby still good. Improved Colorado strain. Pkt. 10c;  $\frac{1}{2}$  lb. 30c; lb. 50c; 5 lbs. \$2.25.

**GOLDEN SUNSHINE.** Early, large-eared, tender variety. Pkt. 10c;  $\frac{1}{2}$  lb. 30c; lb. 50c; 5 lbs. \$2.25.

## Spancross—Early Hybrid

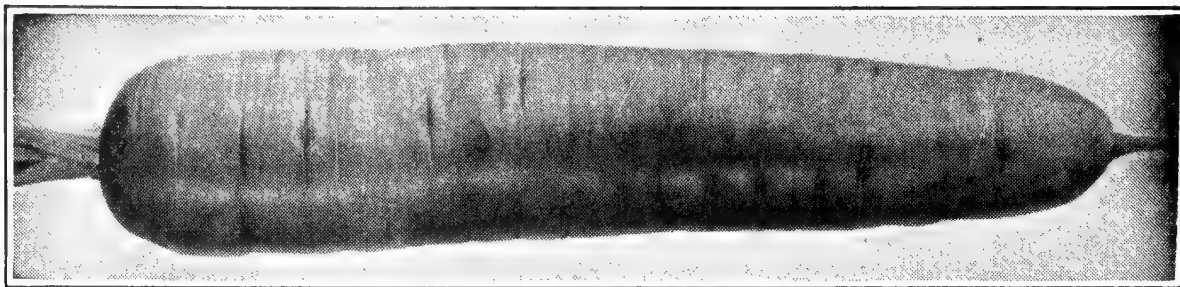
Developed at Connecticut Agricultural College. One of the earliest Hybrids.

Ears medium size, 10 to 14 rows. Medium yellow. Pkt. 10c;  $\frac{1}{2}$  lb. 35c; lb. 65c; 5 lbs. \$3.00.

## BEST HYBRID SWEET CORN—GOLDEN CROSS BANTAM

Plant this early, medium or late. Or, still better, plant some of it every few weeks for a succession of the finest "roasting ears" from July to killing frosts.

Large Pkt. 10c;  $\frac{1}{2}$  lb. 35c; lb. 65c; 2 lbs. \$1.25; 3 lbs. \$1.85; 5 lbs. \$3.00.



**Morse's Bunching Carrot.**  
Ideal shape.  
Favorite for home use and market.

## CARROTS, Prepaid

**Chantenay** (Improved Red Core). Pkt. 10c; oz. 25c; 1/4 lb. 90c; lb. \$3.00.

**Danvers** Flesh bright orange. Heavy yielder. Pkt. 5c; oz. 25c; 1/4 lb. 90c; lb. \$3.00.

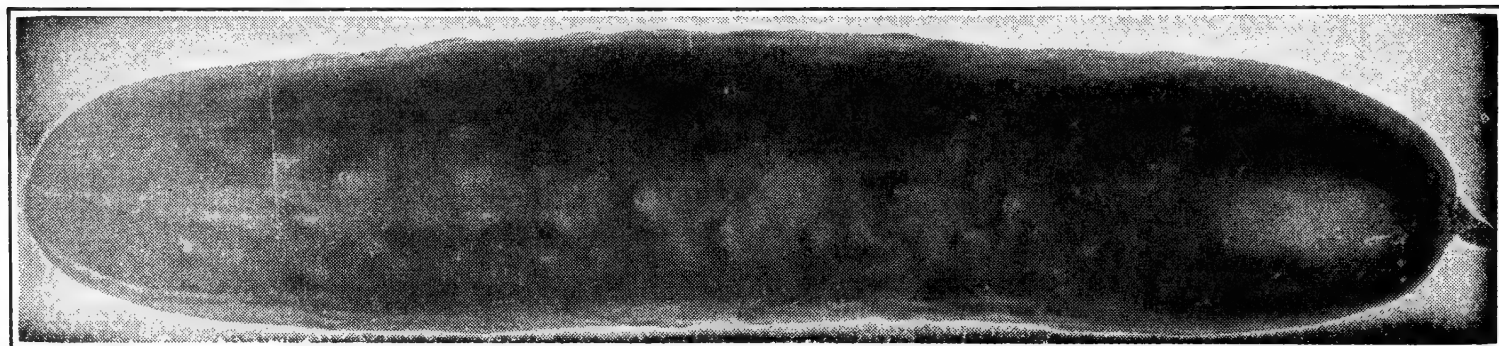
**Morse's Bunching** Tops short. Roots cylindrical. Pkt. 10c; oz. 25c; 1/4 lb. 90c; lb. \$3.00.

**Nantes** Orange-red. (Morse bunching type.) Pkt. 10c; oz. 30c; 1/4 lb. \$1.00; lb. \$3.20.

**Oxheart** Short orange roots. Pkt. 5c; oz. 20c; 1/4 lb. 70c; lb. \$2.50.

Reports come in from all directions, that Carrots tone up your complexions.

ALSO. Carrots good for eyesight. Did you ever see a rabbit wearing glasses?



## Cucumbers, Prepaid

**Prices:** ALL CUCUMBERS BELOW: Pkt. 10c; oz. 25c; 1/4 lb. 75c; lb. \$2.50.

**Boston Pickling** Known also as Chicago Pickling.

**Davis Perfect** Slim, dark green and crisp.

**Early Fortune** Fine shape. White spine type.

**Early White Spine** A good old favorite.

**Klondike** An extra early white spine variety.

**Long Green Improved** Good slicer.

**Straight-8** Uniformly cylindrical. Round at both ends.

**"Long's Long Longed-For Longest Long Green"**

(Call this the 5L Cuke, for short.)

Extra long, of beautiful appearance. Splendid flavor. For pickles or slicing. Free from bitterness. Pkt. 10c; oz. 30c; 1/4 lb. 90c.

**WEST INDIA GHERKIN.** Very small prickly sort, for pickles only. Use when quite young. Pkt. 5c; oz. 25c.

## Water Melons

**Prices:** ALL AT: PKT. 5c; OZ. 20c; 1/4 lb. 60c; LB. \$2.00. PREPAID.

**Ice Cream** Very sweet, early melon for home or home market.

**King and Queen** (Winter Watermelon.) Variety light cream with green striping.

**Kleckley's Sweet** (The Rocky Ford.) Scarlet flesh. Solid heart. Sweet and sugary.

**Klondike** The favorite strain. Flesh deep red, stringless.

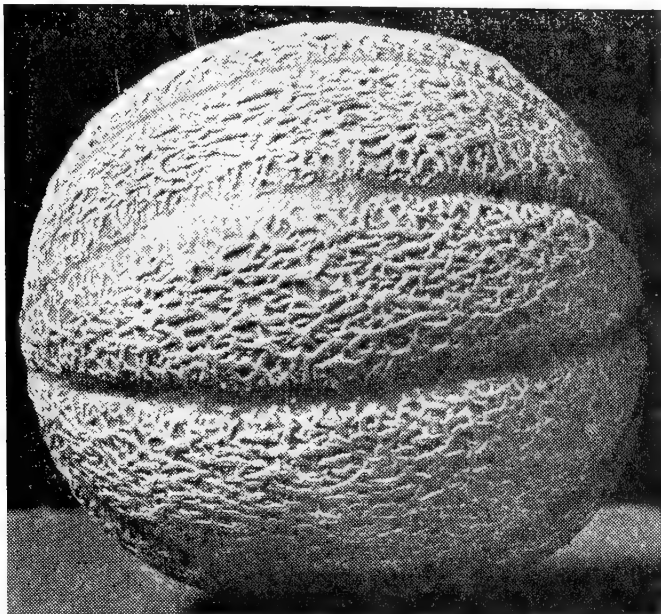
**Early Kansas** Large, round, and very sweet. Extra early.

**Stone Mountain** Fine, large, nearly round melon. Tender red flesh. (Also called "Dixie Belle.")

**Tom Watson** Similar to Kleckley's Sweet, but still larger.

**Citron** Used for preserves and pickles. Pkt. 5c; oz. 20c; 1/4 lb. 60c.

## Musk Melons **Prepaid**



**CANTALOUPE—NEW YORKER**

**Prices:** All Musk Melons, Pkt. 10c; oz. 25c;  $\frac{1}{4}$  lb. 70c; lb. \$2.25.

**Hale's Best** No. 36 strain. Best of the Rocky Ford type Cantaloupes. Early. Salmon-colored flesh.

**Hale's Jumbo** Similar to Hale's Best, but much larger.

**Emerald Gem** Small, early, salmon flesh. Very sweet.

**Honey Dew** Medium size, round, creamy outside. Flesh green.

**Banana** Banana shape and banana-like flavor. Thick salmon flesh.

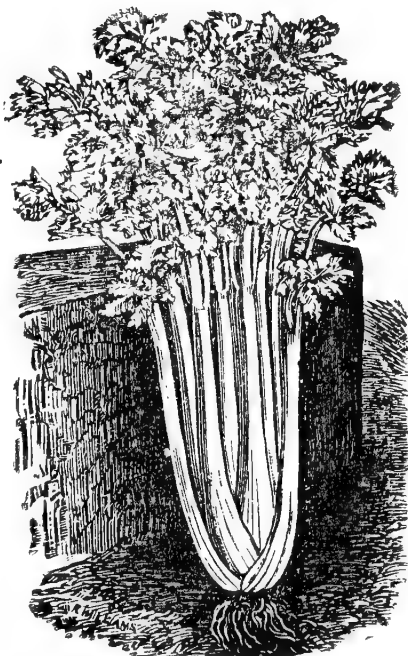
**New Yorker** Similar to Greeley Wonder, but better. The salmon meat is unusually thick and of very high sugar content. See picture and prices above.

**GARDEN LEMON.** Pkt. 10c. Very Small. For pickles and preserves.

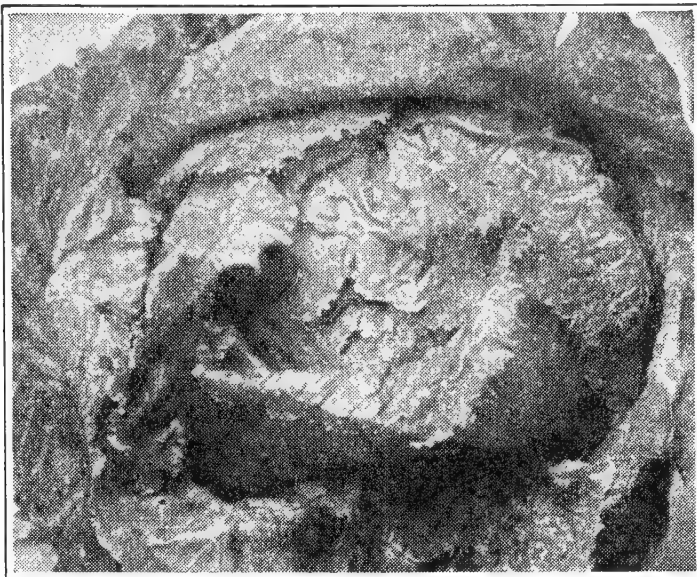
## Celery,

**GOLDEN - SELF-BLANCHING.** One of the best early kinds for fall use. Pkt. 10c;  $\frac{1}{2}$  oz. 60c; oz. \$1.00.

**GIANT PASCAL.** Best for winter use. May be blanched with soil, paper or boards. Pkt. 10c;  $\frac{1}{4}$  oz. 45c; oz. 90c.



## LETTUCE **Prepaid**



**ALL VARIETIES** below, except New York: Pkt. 10c; oz. 25c;  $\frac{1}{4}$  lb. 90c; lb. \$3.00.

### **Black Seeded Simpson**

Grows quickly, making fluffy, loose bunch of tender, creamy leaves of delicate flavor.

**Cos** One of the surest blanching kinds, of elongated form.

**Grand Rapids** Light green leaves with fringed edges.

**Hanson** Good heading variety. Good also as leaf lettuce.

**Iceberg** Similar to Hanson. Crisp and tender. Fine for home gardens.

**Mignonette** Easy to head. Early Outer leaves have a bronzed cast. Creamy heads of compact crumpled leaves.

**Prize Head** Leaves crimped; tinged brownish-red. Early.

**New York** Also called Los Angeles, Wonderful, Mountain Iceberg, and Western Iceberg. Leading heading lettuce for market. Pkt. 10c; oz. 30c;  $\frac{1}{4}$  lb. \$1.00;  $\frac{1}{2}$  lb. \$1.80; lb. \$3.40.

### **To Make Head Lettuce Head**

Lettuce will seldom head in hot weather, unless grown in shade. It is a cool weather plant, doing best very early in spring, or late in fall, as head lettuce.

Sowing head lettuce seed late in fall, just before ground freezes, is one good way to get an early start the next spring. Very early spring sowing—March or early April—is good.

Bear in mind that the ground should be good and rich, and that the plants should be thinned or transplanted to 6 to 10 inches apart. Then they should be hoed often, the oftener the better. You can't expect to pluck large solid heads of lettuce from a bed in which the plants are thick.





## **GREAT LAKES LETTUCE. *Crisp Solid Heads, Stands Heat***

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**ALL-AMERICAN BRONZE MEDAL WINNER.** A new tight-heading, sure-to-head variety for home and market.

**BRED BY KEITH C. BARRONS** in cooperation with the United States Government. Introduced from the Michigan Experiment Station.

**PRODUCES FINE LARGE HEADS,** well rounded, very solid. Especially resistant to tipburn. Stands the longest of any lettuce without going to seed. Can be used as leaf lettuce at all stages of growth. The attractive crimped leaves are tender and delicious.

Fills a long felt want for both back yard gardeners and commercial growers. The most certain to head of all large luscious varieties, often under most adverse condition, and in hot weather. Heads best of course in cooler months. Resistant to tipburn.

The thick large leaves fold well over the head. Unlike most kinds, Great Lakes is very slow to run to seed.

**PACKET 10c; ½ oz. 25c; oz. 40c; ¼ lb. \$1.35; ½ lb. \$2.60; lb. \$5.00.**

## Onion Seed Prepaid

**Yellow Spanish** The new mammoth improved UTAH strain. Deep yellow thick skin, small neck, vigorous grower. Pkt. 10c; oz. 50c; 1/4 lb. \$1.50; lb. \$5.00.

**White Spanish** Gigantic size. Mild and sweet. Pkt. 10c; oz. 55c; 1/4 lb. \$1.60; lb. \$5.50.

**White Silverskin** Early, good size. Pkt. 10c; oz. 50c. 1/4 lb. \$1.50; lb. \$5.00.

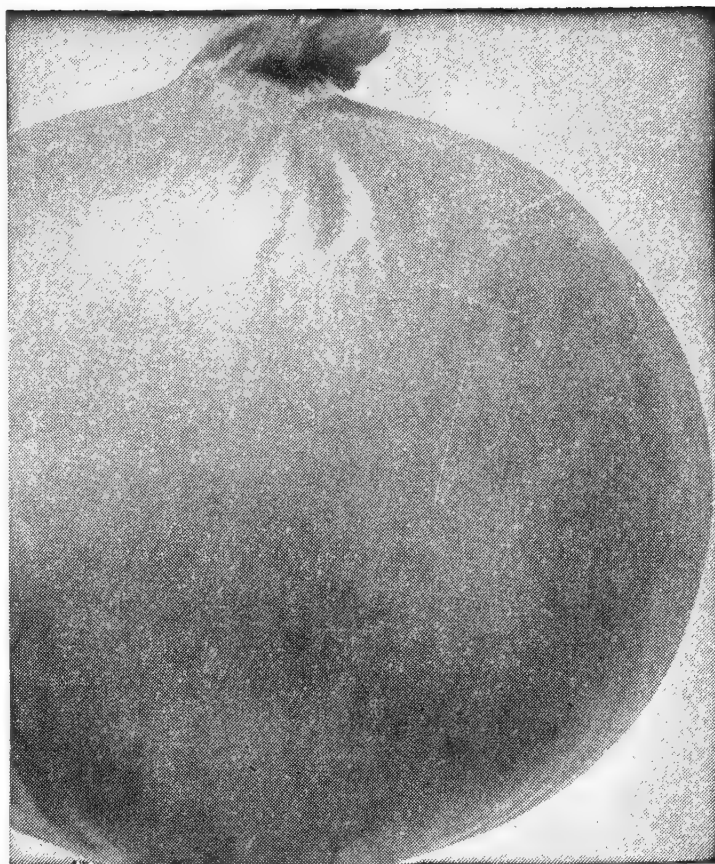
**White Globe** Southport. Pkt. 10c; oz. 50c; 1/4 lb. \$1.50; lb. \$5.00.

**Mountain Danvers** Rich golden yellow globe. Nearly as round, and sound, as a baseball. Early. Pkt. 10c; oz. 40c; 1/4 lb. \$1.25; lb. \$4.50.

**Yellow Globe Danvers** Later than Mt. Danvers. Well known money maker. Pkt. 10c; oz. 40c; 1/4 lb. \$1.25; lb. \$4.50.

**Red Globe** Southport type. Pkt. 10c; oz. 40c; 1/4 lb. \$1.25; lb. \$4.50.

**Southport Yellow Globe** Pkt. 10c; oz. 40c; 1/4 lb. \$1.25; lb. \$4.50.



## Mixed Onion Seed

Fine for the family garden. A variety of colors, shapes. All will make green onions for summer, or dry for winter.

Large Pkt. 10c; oz. 35c; 1/4 lb. \$1.00.

## Onion Sets

FINE COLORADO GROWN  
PRICED PREPAID

This year we are unable to list onion sets in the three sizes formerly offered. However, we have the same fine quality sets in ungraded lots with size running from about 3/8-inch to 3/4-inch in diameter.

Will make fine green table onions as well as large dry onions for fall and winter use. Plant fairly thick in row, pull up the larger ones for table use, and let the smaller size sets grow into nice firm matured bulbs to store for later use.

We have these fine sets available in both yellow and white varieties. When ordering, please specify color desired.

Sold by the quart. One quart equals approximately one pound in weight.

**Yellow Onion Sets:** Quart 35c; 2 quarts 65c; 3 quarts 90c; 5 quarts \$1.40.

**White Onion Sets:** Quart 40c; 2 quarts 70c; 3 quarts \$1.00; 5 quarts \$1.50.

## Spinach, Prepaid

**Prices:** All Spinach: LARGE PKT. 5c; oz. 10c; 1/4 lb. 25c; lb. 65c.

**BLOOMSDALE, LONG STANDING.** Large

Savoy type leaves. Best of all.

**VIROFLAY.** Thick, dark green leaves.

**"KING OF DENMARK."** Dark green leaves.

## "IRRITATING THE GARDEN"

One summer evening a caller at a Boulder home asked the little girl who came to the door: "Is your father home?" "Yes," replied the little miss, "he's in the back yard irritating the garden." Of course, the caller found this man sprinkling the garden with the hose. But the little girl may not have been so far off after all, in using the word irritating for irrigating.

It is a fact that many gardeners do just about that—squirt just a little water on the garden and lawn which does little more than irritate the growing plants. Tiny plants do need just a little light sprinkling at a time and often. But when plants are larger they want a good thorough soaking once in a while, then want to be left alone a few days, maybe a week.

Is far better to give a good watering, then cultivate as soon as ground is dry enough, than to just keep irritating the garden with daily light sprinkling, which brings the feeding roots to the surface instead of keeping them at work lower down.

## MUSTARD Prepaid

**OSTRICH PLUME.** Leaves long, ruffled and curved. Cook it like spinach. Pkt. 5c; oz. 15c; 1/4 lb. 35c, prepaid.

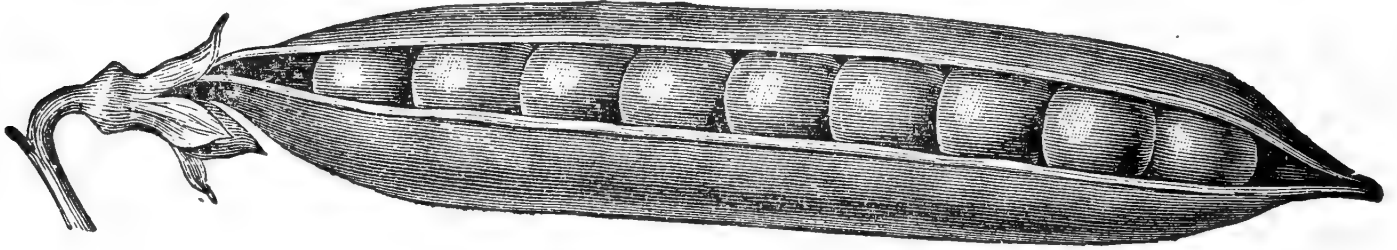
## Swiss Chard

SPINACH  
BEET

Leaves may be cooked like spinach. Chickens like Swiss Chard and thrive on it. Pull off the outside stalks. Others keep forming. Pkt. 10c; oz. 20c; 1/4 lb. 50c; lb. \$1.40.

# Prolific Profitable PEAS

*for Particular Planters*



ALL PEAS PRICED PREPAID

**Alaska** Early smooth. Large pkt. 10c; 1/2 lb. 20c; lb. 35c; 5 lbs. \$1.60.

**Alderman** Tall telephone type. Better. Large pkt. 10c; 1/2 lb. 25c; lb. 40c; 5 lbs. \$1.75.

**Ameer** Larger than Alaska. Early. Smooth. Large pkt. 10c; 1/2 lb. 20c; lb. 35c; 5 lbs. \$1.60.

**Dwarf Telephone** A second early. Pods large. Large pkt. 10c; 1/2 lb. 25c; lb. 45c; 5 lbs. \$2.00.

**Edible Pod** Dwarf Gray Sugar. Pods as well as peas are cooked. Pkt. 10c; 1/2 lb. 25c; lb. 45c; 5 lbs. \$2.00.

**Everbearing** An old time late sort. Pkt. 10c; 1/2 lb. 25c; lb. 45c; 5 lbs. \$2.00.

**Giant Stride** Medium vines, giant pods and peas. Large pkt. 10c; 1/2 lb. 25c; lb. 40c; 5 lbs. \$1.75.

**Laxtonian** Pods long, vines short. Peas are large, wrinkled, sweet, 7 to 10 in a pod. Require no staking. Early. Improved strain. Large pkt. 10c; 1/2 lb. 25c; lb. 45c; 5 lbs. \$2.00.

**Little Marvel** Early; vine short; very tight. Large pkt. 10c; 1/2 lb. 25c; lb. 45c; 5 lbs. \$2.00.

Aunt Lucy opens garden peas  
By giving every pod a squeeze.  
But soon, methinks, she'll rest her flippers  
While shelling peas equipped with zippers.

Peas thrive best in the cooler early months of the season. Seldom thrive if planted late. But BEANS do well planted any time after danger from frosts up till late July, in most sections.

The wrinkled varieties of Peas are sweeter than the smooth. The main value of Alaska and Ameer is that they can be planted very early and almost never rot in cold wet ground. Sow peas rather thick, a pound to 75 feet.

## Peppers

Culture: Sow 1/4 in. deep in hotbed or shallow boxes. Follow same suggestions given for tomatoes. Peppers will not germinate if ground is cold. Plants tender. Set out 12x24 inches after late frosts.



**CALIFORNIA WONDER.** A GIANT, with crisp, tender and sweet flesh. Not lopsided. Base level. Ideal for stuffing. A real wonder. Pkt. 10c; 1/2 oz. 35c; oz. 60c.

**CHINESE GIANT.** Pkt. 10c; 1/2 oz. 40c.

**HARRIS EARLY GIANT.** Earliest of all giant peppers. Pkt. 10c; 1/2 oz. 40c; oz. 70c.

**LONG RED CAYENNE.** Pkt. 5c; 1/2 oz. 35c.

**PIMIENTO.** Mildest of all peppers. Pkt. 10c; 1/2 oz. 35c; oz. 60c.

**RED CHILI.** Small. Pkt. 5c; 1/2 oz. 35c.

## Rutabaga — Prepald

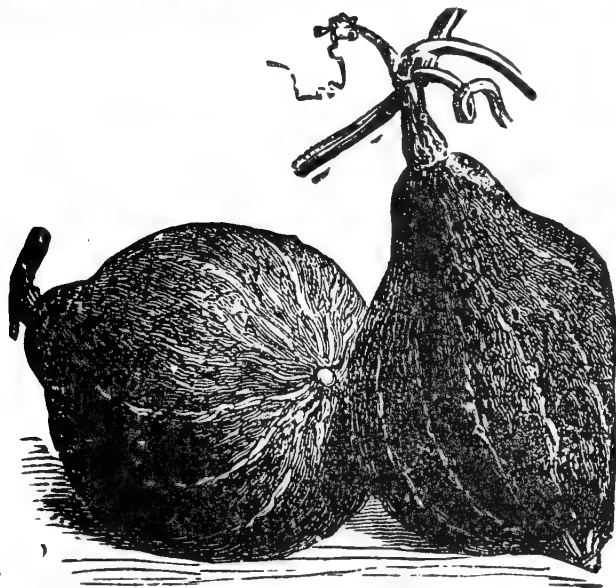
**AM. PURPLE TOP.** Purple above and yellow under the ground. Flesh yellow and solid. Pkt. 5c; oz. 20c; 1/4 lb. 50c; lb. \$1.50.

## Rhubarb, Pie Plant

Sow the seed in spring, and transplant where wanted next spring. Pkt. 5c; oz. 25c.



# SQUASH Prepaid



**Prices:** All Squash, except Uconn: Pkt. 10c; oz. 25c;  $\frac{1}{4}$  lb. 70c; lb. \$2.25; 2 lbs. \$4.00.

## New Gold Medal Acorn

SQUASH *Uconn*

Now at last you can grow acorn squash on bush type plants. Wonderful for the home garden. Grayish green squash on short, bushy plants that take a minimum amount of room. Plants extremely productive. *Uconn* has a fine flavor. It's just the right size to serve baked and buttered. Also good winter keeper.

*Uconn* squash and Topcrop snapbean are the first gold medal vegetable winners in the All-America Selections since 1935.

Pkt. 20c; oz. 50c;  $\frac{1}{4}$  lb. \$1.50

**TRUE HUBBARD.** The good old green, solid, hard shell, long keeping, fine flavored kind.

**WHITE BUSH SCALLOPED.** For summer use.

**STRAIGHTNECK.** Better than Crookneck. For summer. Bush plants. Cream color.

**BANANA.** Delicious thick golden meat.

**TABLE QUEEN.** Color varies. Delicious.

**ZUCCHINI (Black).** Better than the gray. Bush type. Grows to use when small.

# TURNIPS Prepaid

**Prices:** All Turnip Seed: Pkt. 5c; oz. 15c;  $\frac{1}{4}$  lb. 35c; lb. \$1.20.

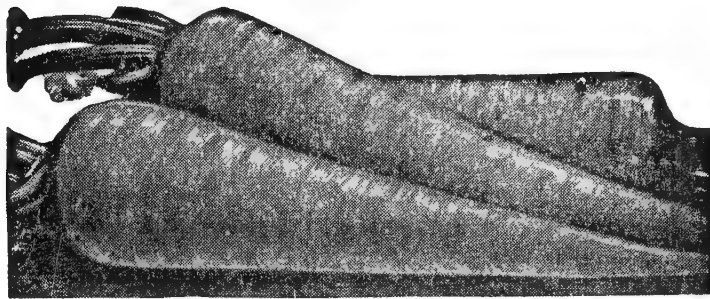
**EARLY SNOWBALL.** Small, pure white.

**EXTRA EARLY WHITE MILAN.** Of medium size. Flat.

**WHITE EGG.** Quick growing, egg-shaped, pure white, for spring or summer.

**PURPLE TOP GLOBE.** Similar to White Egg in shape but with purple top.

# PARSNIPS Prepaid



**HOLLOW CROWN.** Large. Pkt. 5c; oz. 15c;  $\frac{1}{4}$  lb. 45c;  $\frac{1}{2}$  lb. 75c; lb. \$1.25.

**Broccoli** Both stems and heads are cooked. Pkt. 10c.

**Dill** Mammoth. Pkt. 5c; oz. 20c;  $\frac{1}{4}$  lb. 60c.

**Egg Plant** BLACK BEAUTY. Pkt. 10c;  $\frac{1}{2}$  oz. 30c.

**Endive** WHITE CURLED. Pkt. 5c; oz. 15c;  $\frac{1}{4}$  lb. 45c.

**Kale** For greens. Pkt. 5c; oz. 20c;  $\frac{1}{4}$  lb. 60c.

**Kohl-Rabi** WHITE VIENNA. The best. Pkt. 10c; oz. 40c. Prepaid.

## Okra, or Gumbo, Prepaid

Pods used in soups, to which they impart a rich flavor. Pkt. 5c; oz. 15c;  $\frac{1}{4}$  lb. 40c.

**Parsley** Dark curled. Pkt. 5c; oz. 15c;  $\frac{1}{4}$  lb. 45c.

# POP CORN, Prepaid

**"HULL-LESS."** Ears short. Grains slim. Hulls thin. Pkt. 10c;  $\frac{1}{2}$  lb. 25c; lb. 40c.

**DYNAMITE.** (So. American.) Large. Rich yellow. Pkt. 10c;  $\frac{1}{2}$  lb. 25c; lb. 40c.

## Hybrid Pop Corn

**GOLDEN GIANT.** Produces more ears and of better quality popping kernels. Pkt. 10c;  $\frac{1}{2}$  lb. 50c; lb. 90c.

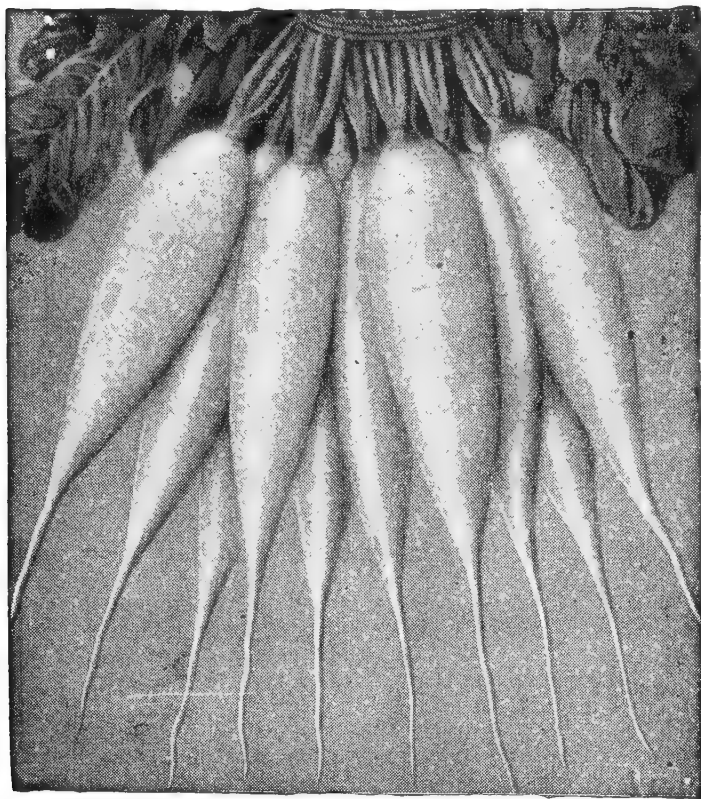
# PUMPKINS Prepaid

**Small Sugar** The good old yellow pie pumpkin. Pkt. 5c; oz. 15c;  $\frac{1}{4}$  lb. 50c; lb. \$1.60.

**Large Field** Pkt. 5c; oz. 15c;  $\frac{1}{4}$  lb. 50c; lb. \$1.50.

**King of Mammoths** Largest of all. Pkt. 10c; oz. 20c;  $\frac{1}{4}$  lb. 55c; lb. \$1.80.

## RADISHES Prepaid



**Prices:** All Radishes at: Pkt. 5c; oz. 15c; 1/4 lb. 40c; lb. \$1.20; 2 lbs. \$2.00.

**White Icicle** The name just fits. Is the earliest long radish.

**Early Scarlet Turnip** WHITE TIP (Sparkler strain.) Quick growing, attractive.

**Glass** Or CINCINNATI MARKET. Corresponds to Icicle, but color is red.

**French Breakfast** Half long type. Soon gets pithy.

**Scarlet Globe** EARLY. Round, slightly elongated. Crisp.

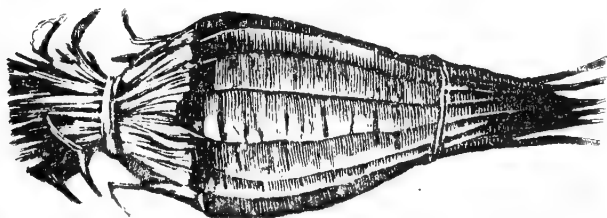
**Crimson Giant** Round, bright red, growing quickly to bunching size. Grows very large and still remains crisp and mild.

**Chinese Rose** (Winter.) Pink, oval or half long.

### "Jack Spratt" Mixed

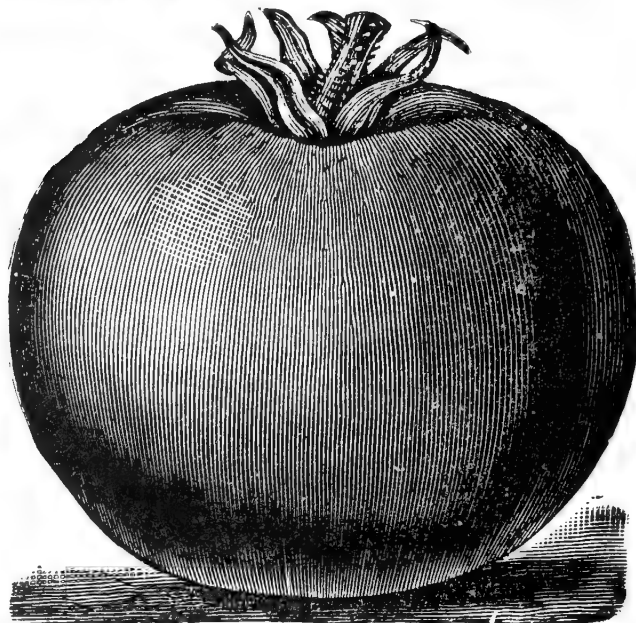
Red, white, long, short, fat, slim—in one package. Pkt. 5c; oz. 15c; 1/4 lb. 35c.

## SALSIFY Prepaid



(Vegetable Oyster.) Pkt. 10c; oz. 40c.

## TOMATOES Prepaid



**Beauty** (Livingston.) Medium. Smooth. prolific, purplish red. Pkt. 10c; 1/2 oz. 35c; oz. 60c; 1/4 lb. \$1.90.

**Bonny Best** Bright scarlet. Early. Pkt. 10c; 1/2 oz. 30c; oz. 50c; 1/4 lb. \$1.75.

**Chalk's Early Jewel** Deep red. Pkt. 10c; 1/2 oz. 35c; oz. 60c; 1/4 lb. \$1.80.

**Earliana** Earliest red. Pkt. 10c; 1/2 oz. 30c; oz. 50c; 1/4 lb. \$1.75.

**Early Red Head** Real early tomato of medium size, round. Pkt. 10c; 1/2 oz. 40c; oz. 70c.

**John Baer** Large early scarlet. Big yielder. Pkt. 10c; 1/2 oz. 35c; oz. 60c; 1/4 lb. \$1.80.

**Marglobe** Large, smooth, solid, bright red, resistant wilt. Pkt. 10c; 1/2 oz. 35c; oz. 60c; 1/4 lb. \$1.80.

**Ponderosa** Largest of all tomatoes. Pkt. 10c; 1/2 oz. 40c; oz. 75c.

**Prichard** (Scarlet Topper.) Solid brilliant red. Heavy yielder. Medium early. Disease resistant. Pkt. 10c; 1/2 oz. 35c; oz. 60c; 1/4 lb. \$1.80.

**Rutgers** Wilt resistant. Deep red skin and flesh. Ripens from inside out. Pkt. 10c; 1/2 oz. 25c; oz. 45c; 1/4 lb. \$1.50.

**Yellow Pear** Small pear-shaped tomato for preserving. Pkt. 10c; 1/2 oz. 35c; oz. 70c.

**Ground Cherry** (Husk Tomato.) Each fruit in husk. Sweet and fine for preserving or pies. Yellow fruits. Pkt. 10c; 1/2 oz. 35c; oz. 70c.

In days when folks liked early risin' Tomatoes were considered pizen. But now they're put to many a use, For health, they're good as orange juice. (But don't quote me in California.)

# Iridescent Iris: July to November



We are among the largest growers of fine Iris in the world. Every year we add new varieties to our already wonderful list of breath-taking beauties.

Our 1950 list will contain the best of the kinds in the 1949 list, plus many new ones you have been waiting for.

Also, many prices will be reduced so much that you need not wait longer to have them in your own gardens. This applies especially to the newer kinds that are always high for a few years or more.

Summer and fall is the ideal time for dividing the clumps and setting out the new "toes." We start digging and shipping right after we finish celebrating our country's birthday on the Fourth of July. From then until November we send out these glorious new Iris to all parts of the United States.

Our 1950 Iris catalogue, with many varieties pictured in natural color, will be mailed around the first of May. If you were on our mailing list and received this spring seed and bulb book, you will also be sent the Iris catalogue. But if you are not on our mailing list, you will wish to write in and have us reserve a copy for you.

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## Ideal Hand Weeder

Just the thing to get in between plants to slay weeds and stir up the soil. Made of high grade steel and will last for years. Include one in your order for seeds or bulbs. 35c each.





# GLADIOLUS



**Top Quality from  
Top of the World**

(One Mile Above Sea Level)

- Abu Hassan** (Holland). New dark violet-blue similar to the old Pelegrina, but much better.  
(L 2—25c; 10—\$1.00) (M 4—25c; 10—50c).
- Aladdin** (Palmer) Big, bright salmon, with cream blotch.  
(L 3—20c; 10—65c) (M 5—25c; 10—40c).
- Algonquin** (Palmer) Brilliant glowing red. Very large and fine.  
(L 3—25c; 10—70c) (M 5—25c; 10—45c).
- Barcarole** (Palmer) Fine, large, tall, clear orange. Ruffled.  
(L 3—20c; 10—65c) (M 5—25c; 10—40c).
- Beacon** (Palmer) Red salmon with large cream blotches. A favorite.  
(L 4—25c; 10—60c) (M 6—25c; 10—35c).
- Black Opal** (Errey) A tall giant red. Up to ten blooms open.  
(L 3—25c; 10—70c) (M 5—25c; 10—45c).
- Blue Beauty** Giant light blue with edges of violet-blue.  
(L 3—25c; 10—70c) (M 5—25c; 10—45c).
- Bloemfontein** (Holland) Salmon with soft yellow blotch. Wide open large blooms, well placed.  
(L 2—25c; 10—\$1.00) (M 4—25c; 10—60c).
- Boldface** (Evans) New and most unusual blotched variety. Large round florets of deep salmon have throat markings of deep red on white. Opens up to seven florets on strong spike.  
(L \$1.50 each) (M \$1.00 each).
- Burma** (Palmer) Heavily ruffled deep rose.  
(L 2—20c; 10—80c) (M 5—25c; 10—45c).
- Camellia** (Palmer) Large blush white with orange blotch on cream.  
(L 3—25c; 10—70c) (M 5—25c; 10—45c).
- Candy Heart** (Salbach) Massive pink with carmine blotch.  
(L 3—20c; 10—65c) (M 5—25c; 10—40c).
- Casablanca** (Majeski) Large ruffled white.  
(L 3—25c; 10—70c) (M 5—25c; 10—45c).
- Chamouny** (Baerman) A light cerise-rose of velvety texture.  
(L 2—20c; 10—80c) (M 4—25c; 10—50c).
- Corona** (Palmer) Cream with pink picotee edge.  
(L 3—25c; 10—70c) (M 5—25c; 10—45c).
- Debonair** (Palmer) La France pink.  
(L 3—25c; 10—70c) (M 5—25c; 10—45c).
- Early Rose** (Jack) Rich rose, lighter in throat. Unique color.  
(L 3—25c; 10—70c) (M 5—25c; 10—45c).
- Elizabeth the Queen** (White) Large lovely ruffled lavender. 7-8 open.  
(L 3—25c; 10—75c) (M 5—25c; 10—45c).



MARGIE LONG  
admires Evangeline

**Evangeline** (Palmer) Beautiful new pastel color combination. Light pink with lavender cast, blending into a creamy yellow throat. Vigorous grower. One of the most popular of the newer Glads.  
(L \$2.50 each) (M \$1.25 each).

**Flaming Meteor** (Mitsch) Extra large red blooms. A most spectacular Glad, well named.  
(L 3—25c; 10—70c) (M 5—25c; 10—45c).

**Gold Dust** (P) Very early, rich golden yellow. Fine.  
(L 3—20c; 10—60c) (M 6—25c; 10—35c).

**Greta Garbo** (Pf) Soft rosy buff, with cream throat. Tall.  
(L 3—25c; 10—70c) (M 5—25c; 10—45c).

**Hawkeye Red** (Heaton) A bright red sport of Vagabond Prince.  
(L 2—25c; 10—\$1.00) (M 4—25c; 10—60c).

**Johan Van Konynenburg** (Holland) Large orange-red blooms on strong straight spikes.  
(L 2—30c; 10—\$1.20) (M 4—30c; 10—65c).

**King Lear** (Palmer) Giant ruffled red-dish-purple. Early.  
(L 3—20c; 10—65c) (M 5—25c; 10—40c).

**King Tan** (Wilson) Large rosy tan. Novelty color.  
(L 3—25c; 10—70c) (M 5—25c; 10—45c).

**Lantana** (Palmer) Orange-salmon with golden throat. Beautiful.  
(L 3—25c; 10—70c) (M 5—25c; 10—45c).

**Leading Lady** (John) Lovely creamy white Picardy sport.  
(L 2—20c; 10—80c) (M 4—25c; 10—50c).

**Maid of Orleans** (Pf) Large lovely milky white with cream throat. Tall straight spike.  
(L 3—20c; 10—65c) (M 5—25c; 10—40c).

**Margaret Beaton** (Canada) A tall immense white with orange-scarlet blotch.  
(L 3—20c; 10—65c) (M 5—25c; 10—40c).

**Margaret Fulton** Superb early salmon favorite.  
(L 4—25c; 10—60c) (M 6—25c; 10—35c).

**Marguerite** (Pommert) Mammoth new watermelon pink, with cream throat. Nicely ruffled. Never flecks.  
(L 3—25c; 10—75c) (M 5—25c; 10—45c).

**Maxwelton** (Baerman) Large soft rose with diffused darker blotch. Tall, straight spike.  
(L 2—25c; 10—\$1.00).

**Minstrel** (Palmer) Sensational giant lavender.  
(L 25c; 10—\$2.00) (M 20c; 10—\$1.50).

**Myrna** (Pruitt) Tall, large ruffled white. Winner of many prizes. Grand.  
(L 3—20c; 10—65c) (M 5—25c; 10—40c).

**Pactolus** (K & M) Apricot-cream with orange-red blotches on the lower petals. Florets perfectly placed on straight stems of medium height. A beautiful new novelty from Holland.  
(L \$1.50 each) (M \$1.00 each).

**Pandora** (B. Palmer) Beautifully clear soft geranium-pink with somewhat darker lines in the throat. Straight, sturdy spikes opening up to 10 florets at a time.  
(L 2—25c; 10—90c) (M 4—25c; 10—50c)

**Paradise** (Pruitt) Apricot buff, shading to yellow in throat. Tall.  
(L 3—25c; 10—70c) (M 5—25c; 10—45c).

**Patrician** (Scheer) New lovely medium lavender. Opens up to seven very large recurved florets on a strong, straight spike with excellent placement. Vigorous grower.  
(L \$3.00 each) (M \$2.00 each)

**Peggy Lou** (Wilson-Evans) A deep shrimp pink. Rosy cast.  
(L 3—20c; 10—65c) (M 5—25c; 10—40c).

**Picardy** (Palmer) Soft shrimp pink. Throat feathered rose.  
(L 3—20c; 10—65c) (M 5—25c; 10—40c).

**Ravel** (K & M) Violet blue with a reddish brown marking. Healthy grower producing tall, upright spikes. Florets of heavy texture are well spaced and well placed.  
(L 25c; 10—\$2.00) (M 20c; 10—\$1.50).

**Rewi Fallu** (Australia) Tall, straight, strong spike with 6 or more massive, rich, deep red blooms open.  
(L 3—20c; 10—65c) (M 5—25c; 10—40c).

**Rosa Van Lima** (Pf) Lovely pure pink. Opens eight on straight spike.  
(L 3—20c; 10—65c) (M 5—25c; 10—40c).

**Santa Fe** (Mrs. Briggs) Pleasing combination of orange, red and yellow, orange predominating. Petals delightfully ruffled. Spike straight.  
(L 3—20c; 10—65c) (M 5—25c; 10—40c)

**Sioux City Sue** (Ayers) Charming glad the color of an American Beauty rose. Slightly ruffled florets on spikes that never crook.  
(L \$1.00 each) (M 75c each).

**Snow Princess** (Pf) Immense white. Many blooms open  
(L 3—20c; 10—65c) (M 5—25c; 10—40c).

**Spotlight** (Palmer) Deep gold with fire-red blotch.  
(L 2—20c; 10—80c) (M 4—25c; 10—50c).

**Surfside** (Winsor) Excellent white. Cream throat.  
(L 3—20c; 10—65c) (M 5—25c; 10—40c).

**Tivoli** (K & M) Beautiful clear light rose. A valuable addition to the pink color class.  
(L 35c; 10—\$2.50) (M 20c; 10—\$1.75).

**White Gold** (Scheer) Giant cream blending to gold in throat.  
(L 3—20c; 10—65c) (M 5—25c; 10—40c).

**Yellow Herald** (Pf) New. Rich yellow. Carmine markings in throat. Robust grower. Early.  
(L 3—25c; 10—75c) (M 5—25c; 10—45c).

**Exhibition Mixed—Prepaid**  
(Large 10—60c; 50—\$2.25; 100—\$4.50).  
(Medium 10—35c; 50—\$1.55; 100—\$3.00).



A field of the ever-popular variety Picardy

**Gladiolus Bulbs Priced  
Per 100 Prepaid**

	No. 1	No. 2	No. 3
Abu Hassan .....	\$7.00	\$5.70	\$4.50
Aladdin .....	5.00	4.20	3.50
Algonquin .....		4.20	3.50
Barcarole .....		4.20	3.50
Beacon .....	4.50	3.70	3.10
Black Opal .....		4.70	3.50
Blue Beauty .....	5.00	4.20	3.50
Bloemfontein .....	9.00	7.70	6.50
Burma .....	7.00	5.70	4.50
Candy Heart .....		4.20	3.50
Elizabeth the Queen ....	7.00	5.70	4.50
Gold Dust .....	4.50	3.70	3.10
King Lear .....	4.50	3.70	3.10
King Tan .....	5.80	4.70	3.50
Lantana .....		4.70	3.50
Leading Lady .....	6.00	4.70	3.50
Maid of Orleans .....	4.80	3.70	3.10
Margaret Beaton .....	5.00	3.70	3.10
Margaret Fulton .....	4.50	3.70	3.10
Marguerite .....		4.70	3.50
Myrna .....		4.20	3.30
Peggy Lou .....		4.20	3.30
Picardy .....	4.80	3.70	3.10
Rewi Fallu .....		3.70	3.10
Rosa Van Lima .....	4.80	3.70	3.10
Santa Fe .....	5.00	3.70	3.10
Snow Princess .....	5.00	3.70	3.10
Spotlight .....	7.00	5.70	4.50
White Gold .....	4.80	3.70	3.10
Yellow Herald .....		4.70	3.50
Exhibition Mixed .....	4.50	3.70	3.10

**Gladiolus Bulbs Priced  
Per 100 F.O.B. Boulder**

(You Pay Express or Postage C.O.D.)

	No. 1	No. 2	No. 3
Abu Hassan .....	\$6.00	\$5.00	\$4.00
Aladdin .....	4.00	3.50	3.00
Algonquin .....		3.50	3.00
Barcarole .....		3.50	3.00
Beacon .....	3.50	3.00	2.60
Black Opal .....		4.00	3.00
Blue Beauty .....	4.00	3.50	3.00
Bloemfontein .....	8.00	7.00	6.00
Burma .....	6.00	5.00	4.00
Candy Heart .....		3.50	3.00
Elizabeth the Queen ....	6.00	5.00	4.00
Gold Dust .....	3.50	3.00	2.60
King Lear .....	3.50	3.00	2.60
King Tan .....	4.80	4.00	3.00
Lantana .....		4.00	3.00
Leading Lady .....	5.00	4.00	3.00
Maid of Orleans .....	3.80	3.00	2.60
Margaret Beaton .....	4.00	3.00	2.60
Margaret Fulton .....	3.50	3.00	2.60
Marguerite .....		4.00	3.00
Myrna .....		3.50	2.80
Peggy Lou .....		3.50	2.80
Picardy .....	3.80	3.00	2.60
Rewi Fallu .....		3.00	2.60
Rosa Van Lima .....	3.80	3.00	2.60
Santa Fe .....	4.00	3.00	2.60
Snow Princess .....	4.00	3.00	2.60
Spotlight .....	6.00	5.00	4.00
White Gold .....	3.80	3.00	2.60
Yellow Herald .....		4.00	3.00
Exhibition Mixed .....	3.50	3.00	2.60



# GLADIOLUS BULBS—Priced Per 1000 F. O. B. Boulder

(You Pay Express or Postage C.O.D.)

	No. 1	No. 2	No. 3		No. 1	No. 2	No. 3
Aladdin .....		\$32.00	\$26.00	Margaret Fulton .....	30.00	24.00	20.00
Beacon .....		26.00	22.00	Picardy .....	30.00	26.00	22.00
Black Opal .....		35.00	26.00	Rewi Fallu .....		26.00	22.00
Burma .....	50.00	40.00	32.00	Santa Fe .....		26.00	22.00
Elizabeth the Queen ...		40.00	32.00	Snow Princess .....	36.00	26.00	22.00
Gold Dust .....		26.00	22.00	Spotlight .....	50.00	40.00	32.00
King Lear .....	30.00	26.00	20.00	White Gold .....	32.00	26.00	22.00
Maid of Orleans .....	32.00	26.00	22.00	Exhibition Mixed .....	30.00	24.00	20.00

## Glad Bulb Sizes

No. 1 bulbs measure 1½ inches in diameter or larger. No. 2 from 1¼ to 1½ inches and No. 3 from one inch to 1¼.


Large size bulbs will include some of both No. 1 and No. 2. Will not have all No. 1 nor all No. 2—some of each.

Medium size bulbs will not have all No. 3, but will include some No. 4 which range from ¾ths of an inch to one inch.

If you order, for example, ten large size bulbs of a variety, we normally would put in both No. 1 and No. 2 size bulbs. If we should be sold out of No. 1 size, we will use No. 2 size and would add extra count to insure your receiving full value. We will do our best to see that you are satisfied.

## If You Pay P. P. or Express

All Glad bulbs in this catalogue are priced PREPAID, except lots listed F.O.B.

If order part from F.O.B. list and part from prepaid lists, you will find it much to your advantage to do as many others have done. Just say, "Send all at my expense and add more Glads to COVER SENDING COSTS ON PREPAID ITEMS." 

## Second Choice, Please

As the season goes on, some kinds will be sold out. Will help us if you list a second choice in case we cannot supply all items on your order. Thanks.

# VITAMIN B<sub>1</sub> Applied by Hose

Vitamist  
Cartridges

30 for  
\$1.00



## Luxuriant Lawns and Gardens

THIS NEW  
EASY WAY



NO SPECIAL  
NOZZLE  
NO SPRAYER  
NO EXTRA  
ATTACHMENTS  
TO BUY

# VITAMIST

VITAMIZE  
AS YOU SPRINKLE

NEW—simple, easy, quick way to VITAMIZE your entire lawn and garden. Assure yourself of gorgeous, luxuriant flowers and a beautiful, attractive lawn that will be the envy of your friends and neighbors.

## NO FUSS—NO MESS—NO BOTHER

Simply remove the nozzle from your garden hose, drop a VITAMIST Cartridge into the hose, replace the nozzle and turn on the water. NOTHING ELSE LIKE IT. One Cartridge will VITAMIZE 1,500 square feet.

**THIRTY WEEKS' SUPPLY . . . Postpaid**  
Packed 30 cartridges in a box—enough to VITAMIZE 1,500 square feet once a week for 30 weeks.

**\$1.00**

## Business Terms

All goods are priced prepaid unless otherwise noted.

We guarantee safe delivery. Please check shipment on arrival to see if all items ordered are present and in good condition. Notify us promptly if everything not satisfactory. We want you to be pleased, so don't be backwards or bashful about letting us know if we have failed to achieve our goal.

In order to keep overhead expenses down and give you the most value for your dollar we must insist on **cash with order**, since we have no credit department.

Money order, postal note, personal check or bank draft best way to remit. Please do not send stamps or coins unless for very small amounts. Always a chance they will get lost in the mails. And remember to seal the envelope, too.

We discourage C. O. D. shipments. Recent postal rate increases raise the cost to you. No C. O. D. shipments without  $\frac{1}{4}$  cash in advance.

Goods priced prepaid will be sent by parcel post or express, our option. But if one service is much better for your convenience than the other, please let us know and we will try to ship best for you. All small shipments of less than eight or ten pounds will go parcel post.

We endeavor to supply you with highest quality seeds and bulbs. However, since they are grown beyond our control, we necessarily must limit our liability to the purchase price of the seeds or bulbs.

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## Lawn Grass Seed

This year, as usual, we have for sale the very finest True Kentucky Blue Grass and White Dutch Clover available. We have always handled only the highest grade lawn seed. Seems silly to go to all the expense of preparing a lawn for seeding, then use light weight, low germinating seed that often carries noxious weed seeds.

"There's good news tonight!" A more abundant crop of Kentucky Blue Grass permits us to lower prices this year. White Dutch Clover still in short supply. It will save you money to prepare your seed bed thoroughly before sowing this fine seed.

New lawns should be thoroughly worked, leveled and allowed to settle.

The more care before sowing the seed the better the results. Seed will wash to the low spots and make your lawn spotted.

Sow part the seed one way and then some more crosswise, so as to avoid streaks. Rake well before and after sowing. Water gently so often that soil never dries out until lawn is green.

White Dutch Clover is the favorite pal of Ky. Blue. The clover starts quickly and holds the fort until the slower germinating Ky. Blue gets going.

One Pound Clover to 5 pounds Ky. Blue is plenty. Even half as much is often used with fine results.

Sow one pound Clover or Ky. Blue, or these mixed, to 300 square feet. Many sow thicker to get a lawn quickly.

## Best White Dutch Clover

The finest and purest it is possible to buy.  $\frac{1}{2}$  lb. 75c; lb. \$1.40; 5 lbs. \$6.50. Prepaid.

## True Kentucky Blue Grass

The purest and best genuine Kentucky Blue Grass we can buy.  $\frac{1}{2}$  lb. 50c; lb. 95c; 5 lbs. \$4.50. Prepaid.

## Blue Grass and Clover Mixed

Carefully mixed by us from our own stocks.  $\frac{1}{2}$  lb. 55c; lb. \$1.00; 5 lbs. \$4.75. Prepaid.

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# GLADIOLUS

## ELIZABETH THE QUEEN

The best lavender today, this beautifully ruffled glad is now available at a price all can afford.

Seven to eight heavily ruffled blooms of exceptional form open at one time on a straight spike bearing up to 18 buds.

For special Long Season Assortments of this outstanding lavender, please turn the page and use same prices as listed for the gladiolus, Burma.



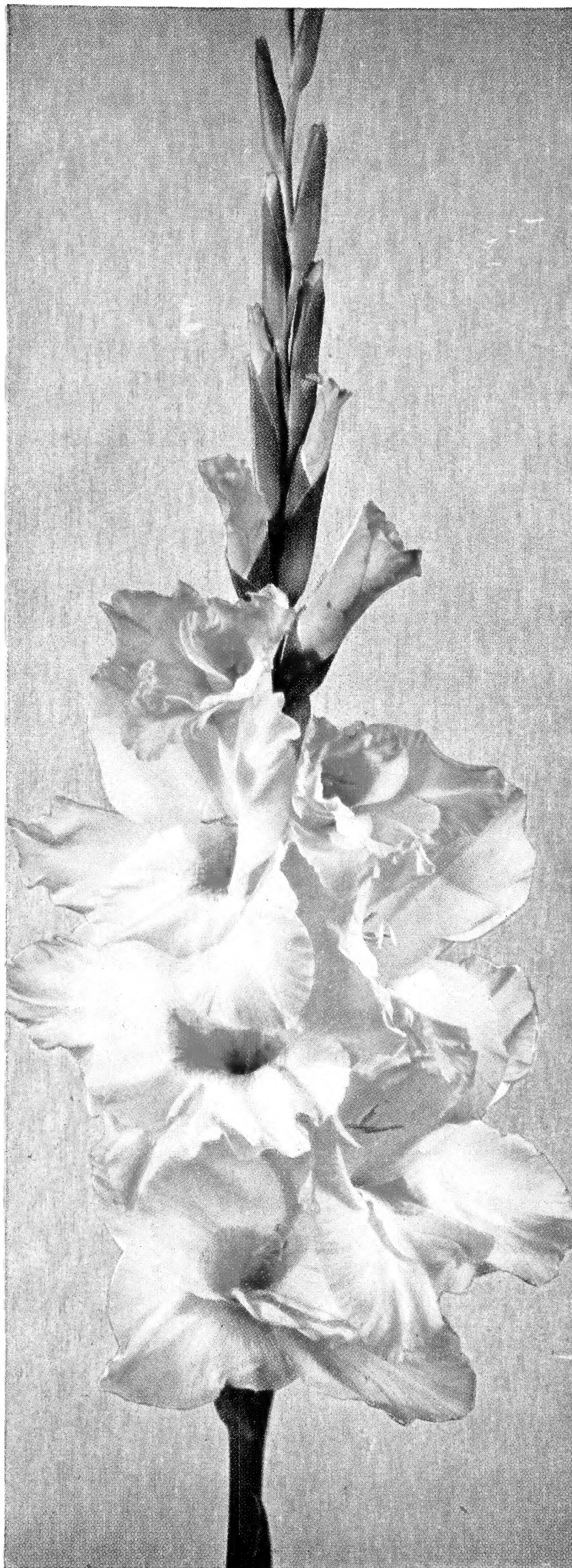
# GLADIOLUS

## LEADING LADY

(Not Illustrated)

We do not have room to illustrate this creamy white sport of Picardy, but because it ranks equally high in popularity with the three outstanding varieties pictured in color, we have made Long Season Assortments available at the same prices listed for the others on the back cover.

Leading Lady is about the best cut flower white available today, and makes a wonderful show in the home garden. You will enjoy its healthy, vigorous growth habits.



ELIZABETH THE QUEEN



# GLADIOLUS

## BURMA

Another of Prof. Palmer's outstanding originations, this beautifully ruffled deep rose glad with its velvety darker blotch on the lip is a "must have" for all who have seen it.

It opens seven or more well placed blooms of fine substance on straight spikes of medium height.

You will surely wish to add this beautiful glad to your garden. In order to prolong the blooming season we have made up the following Long Season Assortments, using bulbs ranging in size from  $\frac{3}{4}$  inch in diameter to over  $1\frac{1}{2}$  inches. Larger bulbs will bloom first with the medium sizes coming along later.



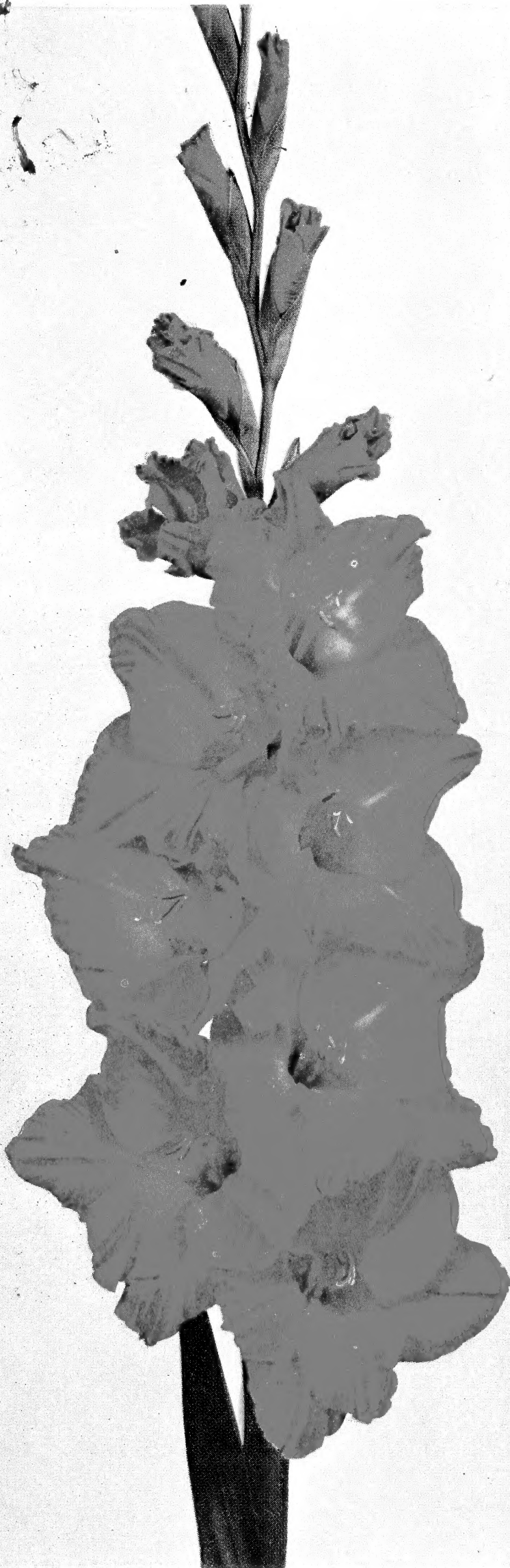
### LONG'S LONG SEASON OFFERS

18 Long Season Bulbs.....	\$1.00
44 Long Season Bulbs.....	2.00
70 Long Season Bulbs.....	3.00
100 Long Season Bulbs.....	4.00

(All Prepaid in U. S. and Canada)

**Please Note:** You may also order Long Season Assortments of Elizabeth the Queen, Leading Lady and Spotlight at the prices listed above. For prices of these varieties in regular sizes, please turn to the gladiolus section of this catalogue.

**J. D. Long Seed Co.**  
**Boulder, Colorado**



BURMA